



Data Management

Health & Wellness Firm

- Built a revamped data architecture including data lakes and a data warehouse to streamline data from various transactional, financial, and other third-party data sources.
- Created the visualization layer in PowerBI which included building new reports as well as re-factoring the existing reports to the new data warehouse.

Revamping the Data Architecture to Enable Efficient Reporting

Situation

- The client needed to streamline the BI reporting infrastructure in order to enable more efficient and reliable reporting
- Partnered with the client to set up an Azure-based enterprise data warehouse and develop automated performance dashboards

Accordion Value Add

- Analyzed the CRM system, marketing partners (Facebook, Google, Bing, etc.), accounting system (QuickBooks), customer engagement systems (Zendesk, Vonage, Trustpilot), and other partners (logistics, payments, etc.) to identify the relevant KPIs and cleanse the data
- Built an Azure-based enterprise data warehouse connecting different data sources through data pipelines and transforming the raw data as per business requirements
- Created tabular data models in Azure Analysis services to create ready-to-serve data cubes and developed automated Power BI dashboards (on top of the Azure Analysis services) to analyze the operational and financial performance
- Incorporated automated data validation and reconciliation rules at every step across the ETL process to ensure accuracy and consistency in the data

Impact

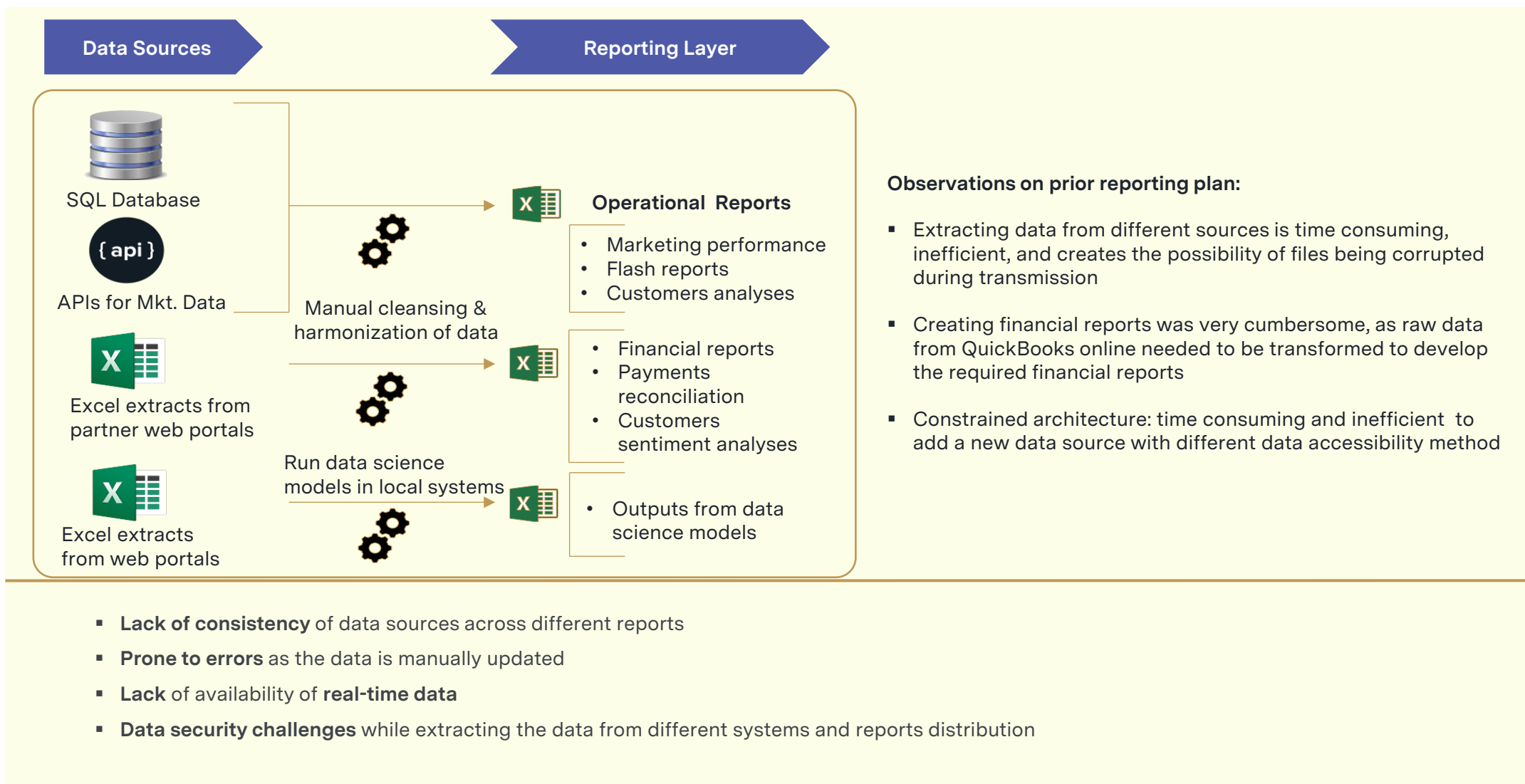
- Implemented an enterprise data warehouse that enables the availability of clean and validated data off-the-shelf across the company on a real-time basis
- Integrated and automated the BI reporting process including performance dashboards with consistent and accurate performance KPIs across different functions of the business
- Implemented central data access management and enabled easy distribution of reports to the respective owners

Prior Reporting Processes

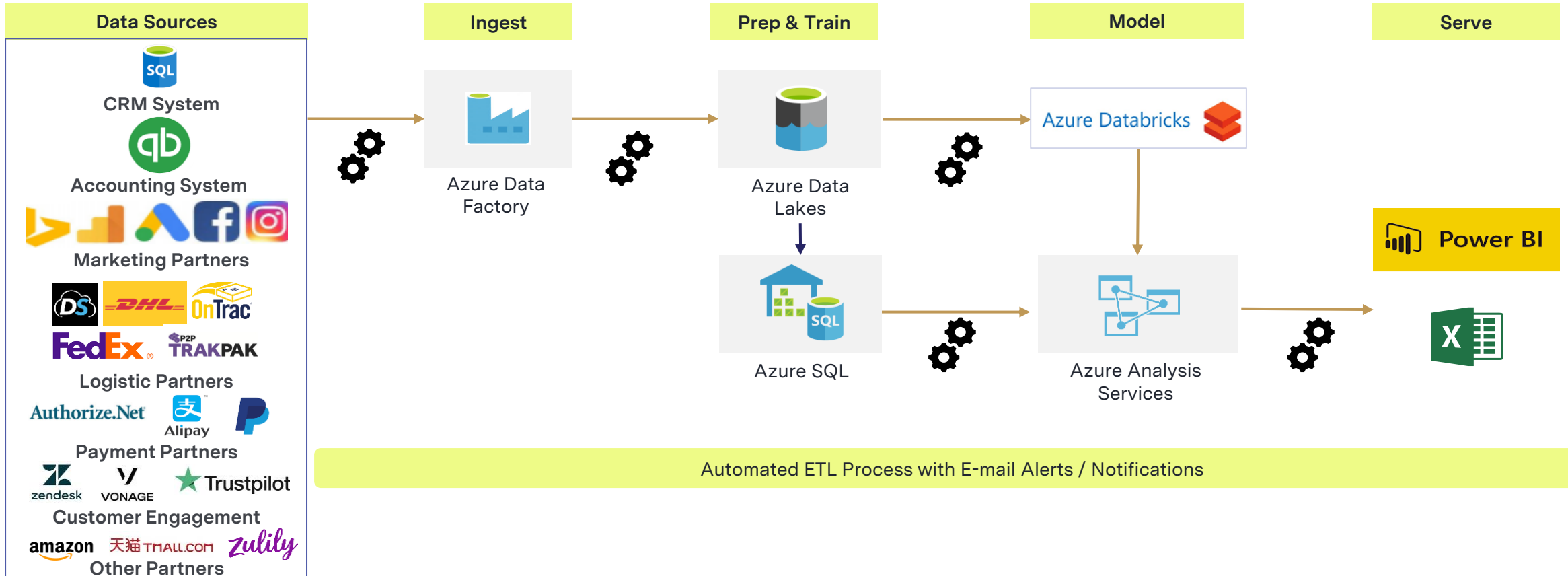
Data Structures



Data, Reporting, & Analytics



BI Infrastructure Implementation



- Built an **enterprise data warehouse** connecting different data sources through data pipelines and transformed raw data as per business requirements
- Incorporated **automated data validation** and **reconciliation rules** at every step across the entire ETL process to ensure accuracy and consistency in data
- Created a **tabular data model** on **Azure Analysis services** and **developed ready-to-serve data marts for analytical and reporting purposes**
- Created **data science models** on Apache-spark platform and integrated them in Azure using Databricks, and created automated reporting to showcase the outcomes
- **Developed Power BI dashboards** on top of the analysis services to monitor and track business performance