

# Farlinium Technical Case Study: Data Pipeline for CX Feedback

## Solution

- Pulls **customer feedback** and **customer metadata** from APIs
- Cleans and merges the data into single CSV file
- Adds calculated field like **average score survey**

## Business Value

- **Faster reporting** by providing analysts with ready-to-use data
- **Improved accuracy** by removing any manual merging or cleaning
- Can be run daily with **minimal effort**

## Key Points

- Easy to maintain
- **Reduces** workload
- Provides **quick** and **consistent insights** for decision-making

