

# 15 Data Lake

Industry	Oil & Gas/Analytics and Data Management	Client	Gazprom Neft (Fuel Retail Chain)
Role	Business Analyst		
Key Result	Successfully conducted a presale for a large oil and gas enterprise, including analyzing customer requirements, proposing and presenting a solution, and defending it in a competition.		

Situation	Task	Action	Result
<p>Gazprom Neft faced a pressing need for the efficient storage and analysis of massive, heterogeneous datasets related to fuel supplies and sales, as well as associated products. Existing systems struggled with this volume and variety, hindering the extraction of valuable business insights and impeding the discovery of new profit growth opportunities.</p>	<p>In my role as a Business Analyst, my primary task was to conduct a presale for Gazprom Neft on the concept of a "Data Lake." This involved analyzing customer requirements, developing and proposing an optimal solution, presenting it, and successfully defending it in a competitive tender. The ultimate aim of the proposed Data Lake solution was to help Gazprom Neft uncover additional profit growth opportunities through insights gained from comprehensive processing of this big data.</p>	<p><b>Deep Customer Needs Analysis:</b> Conducted a comprehensive analysis of Gazprom Neft's business processes and existing systems to identify key data needs, challenges with current storage, and expectations for a "Data Lake." Special attention was paid to data regarding fuel supplies, sales, and related products.</p> <p><b>Developed Data Lake Solution Concept:</b> Based on the identified requirements, I developed a detailed "Data Lake" solution concept, including architecture (data sources, loading methods, storage, processing, consumption), technology stack, and potential business cases for the oil and gas industry.</p> <p><b>Prepared Technical and Commercial Proposal:</b> Compiled a comprehensive technical and commercial proposal outlining the proposed solution, its benefits, implementation phases, and estimated costs.</p> <p><b>Prepared and Delivered Presentation:</b> Developed presentation materials and conducted a series of presentations of the solution for various levels of Gazprom Neft's management and technical specialists, emphasizing business value and technological advantages.</p> <p><b>Collaborated with Experts:</b> Engaged technical experts and architects for in-depth design and to answer complex technical questions during the presale phase.</p> <p><b>Formulated Value Proposition:</b> Prepared arguments for ROI (Return on Investment) and business benefits that the "Data Lake" could bring to the client, such as improved analytics, cost reduction, and accelerated processes.</p>	<p><b>A Successful Presale was conducted:</b> Comprehensive presale work was carried out, allowing Rostelecom.Restream to effectively present its competencies and solutions.</p> <p><b>Customer Requirements were Analyzed in Detail:</b> A deep understanding of Gazprom Neft's needs was ensured, which is critical for developing a relevant solution.</p> <p><b>A Competitive Solution was Proposed and Justified:</b> A "Data Lake" solution was developed and presented, maximally addressing the oil and gas company's big data processing needs for finding new insights and profit growth opportunities.</p> <p><b>The Solution was Successfully Presented and Defended in a Tender:</b> Demonstrating expertise and preparing compelling arguments contributed to winning the competitive selection.</p> <p><b>A Foundation for a Potential Implementation Project was Laid:</b> The presale results created favorable conditions for securing a contract for the full-scale implementation of the Data Lake for Gazprom Neft.</p>