DECISION POINT

Decision Point

Single source of Truth

Integrated Data Lakes

Data Integration

Combining various datasets to gain wholistic business viewpoint

Data Harmonization

Consistency and readability across data sets to enable value chain realization

Data Scaling

Expanding datasets to meet long term strategic planning activities

Data Democratization

Ensuring availability of right data with right individual

Data Governance

Data anomaly management to ensure precise actionable

40% Reduction
In Use Case replication

5X Increase
in business processes

50% Time reduction in
running Analytical Systems

Data Lake Platform

All organization data at single storage on a cloud platform

Largest Beverage Manufacturer

Business Challenge/Objective

The client was facing following issues:-

- Large amount of transactional Data being generated everyday through various systems, but utility is minimum
- Each Business line collected the raw data and manually transforms it to generate reports, this is a time taking effort and prone to human error.

Analytics & Development Methodology

Approach that Decision Point uses for the client incorporates the following:

- Raw Data gets computed for required KPIs on the **Data Lake platform**.
- The computed data is pushed **to SQL Server Data Mart**. These tables gets updated every day
- Create **data ingestion pipelines** from different sources to a common storage on cloud
- Analysis, transformation and compute the Raw Data prior to loading into a separate data table.
- Different tables will be made for different reports.
- These tables will get updated every day. The access to these tables will be given through user accounts on SQL server itself.

Framework/Visualization

Value levers

- Seamless computation
- High quality data
- Improved employee productivity

Impact

By implementing Decision Point's advanced analytics model, the client was able to:

01 Automated **seamless flow of calculated data** for reporting

02 Reduce query and processing time for the report

SSOT

SSOT (Single source of truth) for your organizations data needs

Fortune 100 Company

Business Challenge/Objective

The client was facing following issues:-

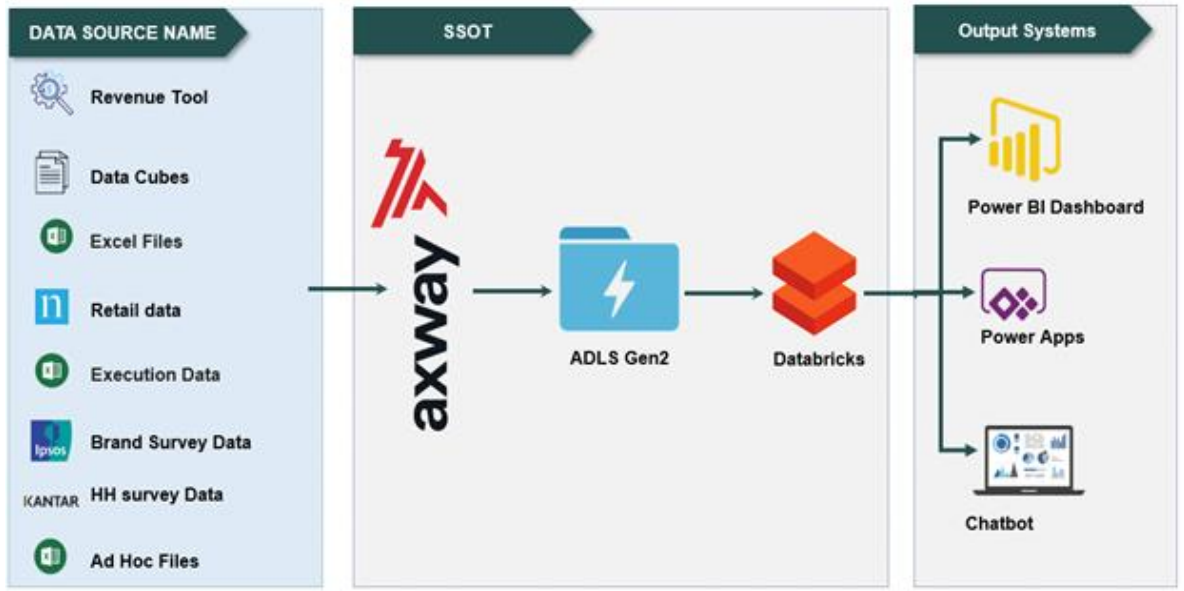
- Data residing in multiple silos, with multiple owners, multiple different databases
- Delay is accessing data, request for data has to pass through multiple stakeholders
- Low quality of data
- Current information systems are rigid and not scalable

Analytics & Development Methodology

Approach that Decision Point uses for the client incorporates the following:

- Building a data lake on azure using ADLS with live data-connections to source systems
- Data transformation and cleaning layer on data bricks
- Use of Luis to facilitate mapping of data between multiple stand alone and third party data sources
- Bring all data sets together - Integrating data from multiple sources like sales, retail audit, execution, media etc. in one single database
- Keep live connection, scheduled refresh of SSOT
- Build a stack of applications built on top of SSOT for disseminating information to the stakeholders

Framework/Visualization



Value levers

- Real time data refresh
- High quality data
- Improved employee productivity
- Powers multiple frontend solutions

Impact

By implementing Decision Point's advanced analytics model, the client was able to observe that :

01 Improved **Time to Market** to develop and deploy analytical solutions.

02 Time required for creating and maintaining advanced analytical solutions has been **reduced by 50%.**

03 **5X increased efficiency** in business processes

04 **Structured Data Model** enhanced data maintaining & cleaning process.