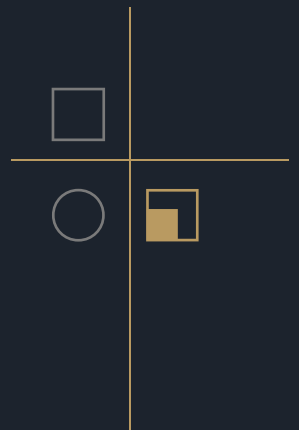


BUILDING THE FOUNDATION WITH DATA HARMONIZATION



THE CLIENT PROBLEM

Our client, a leading **North American entertainment and anime distribution studio** was wrestling with all the problems of a growing business. There was **no central repository for data**. Data which could inform business decisions were neither available, accessible or harmonized. **Different data pieces resided with different departments**, was generated by different vendors and was **available across multiple formats**.

THE AQ SOLUTION

We used a well defined seven step process to harmonize the data.



SOURCING

We monitored data sharing practices with relevant stakeholders, ensuring on-time delivery from different sources, using extraction, transformation, loading (ETL) routines and data calendars.



REVIEW

We evaluated the existing data quality and completeness by checking formats and variables in the database.



TROUBLESHOOTING

We raised flags for inconsistencies in the data and ensured that clients/vendors sent the revised data in the correct format with consistent variables.



CLEANING

We cleaned the data and corrected the gaps which existed due to missing values, unwanted rows and duplicate data.



HARMONIZATION

We streamlined the data/database by mapping the “unique product codes” in the new database to the “ID codes” in the existing database. This step ensured smooth updates with correct data.



PROCESSING

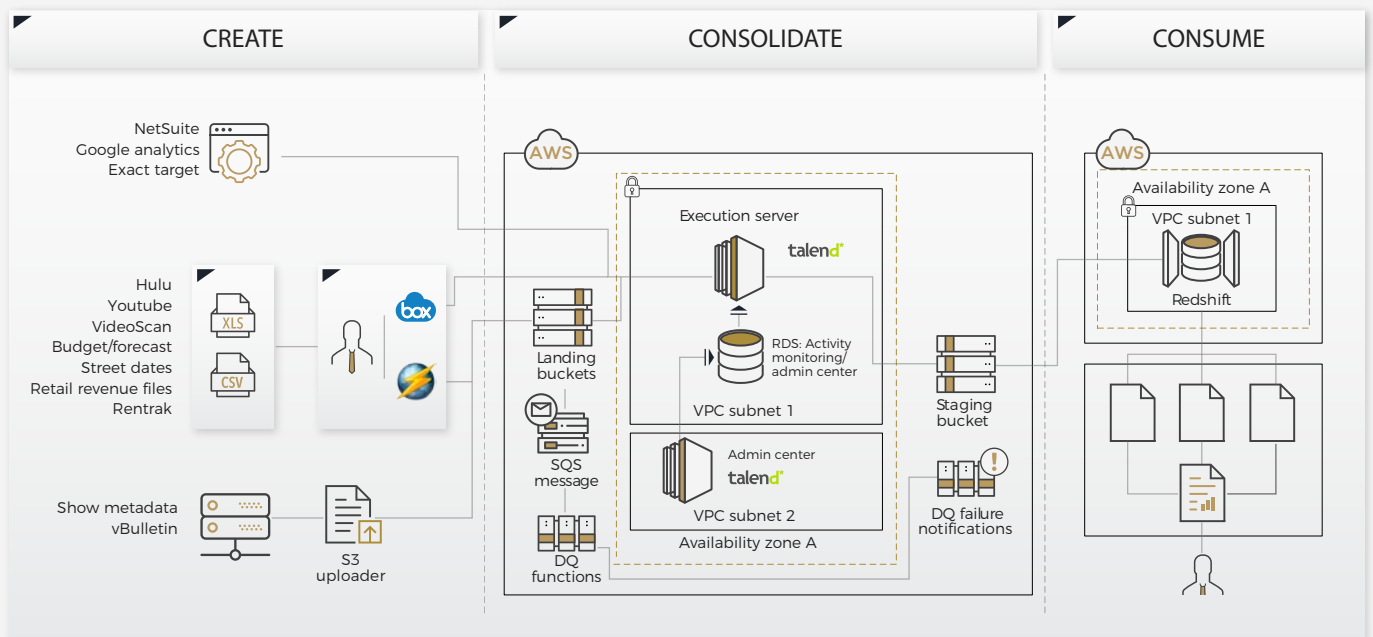
We imported data into a single platform using DBMS software like SQL to process the data.



INTEGRATION

We refreshed the data file and datamart schema and deployed the data to the client servers with final quality checks.

The solution lead to easy adoption and usage. To ensure a highly scalable solution with minimal upfront costs, the Amazon Web Services (AWS) cloud ecosystem was chosen.



THE CLIENT BENEFIT

The client had a single source of truth – One place where all their data resided with a consistent view across the disparate data sources.

Atomic level data – Though the data was stored at the lowest level of detail it could be reported at various levels of aggregation depending on specific circumstances and use cases.

Timeliness – Data could be added to reporting platforms and made available for analytics as soon as it was received.

Easy access – Data was easily accessible by all end users so that more focus could be devoted to analysis and decision making and less (if any) towards data preparation.



Thank You

For any queries, get in touch with us.

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