

DATA INTEGRATION AND VISUALIZATION



THE CLIENT PROBLEM

Our client, one of the **largest warehouse club format retailers** in the US wanted to **create a datamart for building market mix models** and a **dashboard which would help them visualize the results**.

THE AQ SOLUTION

We built a datamart to help our client capture the relevant data.

The process was as follows:



DATA GATHERING

Aligned on data sharing requirements, and established standard data sharing processes.

Finalized data quality guidelines.



PROCESS MODELING

Defined the modeling relevant to variable processing.

Designed processes to achieve the same end state.

Automated for efficient data processing.



INTEGRATION MODELING

Integrated various tables to enable modeling.

Set up a schema which linked the various tables for validation and other analysis.



REPORT DESIGN

Monitored and followed up on data sharing with relevant stakeholders.

Evaluated data quality and completeness of each update.



DATA FLOW

Imported data into a single platform.

Processed data to create input tables for the datamart.

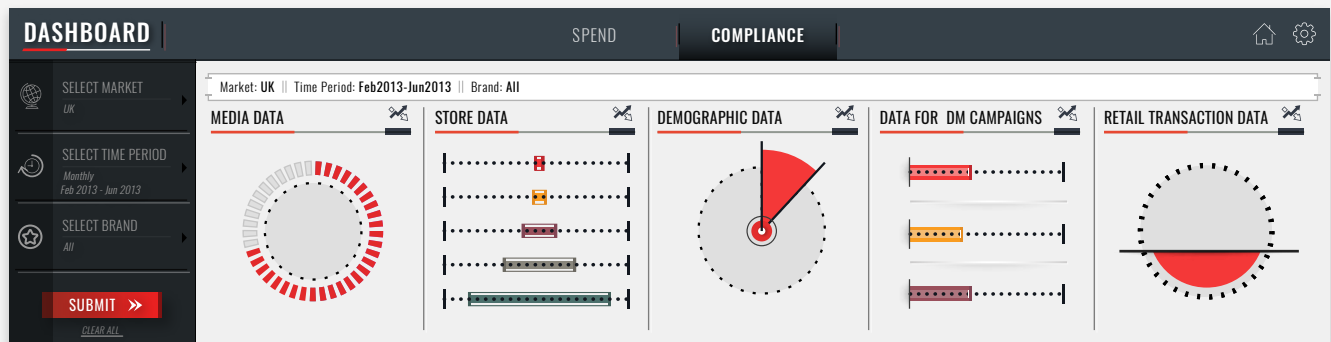


DATA INTEGRATION

Refreshed the data file and datamart schema.

Uploaded the files to the server.

Then, we created a visually appealing dashboard specific to the clients' needs.



THE CLIENT BENEFIT

We enabled our client to capture relevant data accurately.

We helped them create market mix models on the fly.

The online tool facilitated quick and easy interpretation of results leading to reduced decision making time.



Thank You

For any queries, get in touch with us.

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