Tiger Analytics helped an iconic American CPG brand reduce efforts by 50% to improve data quality with a Unified Data Foundation solution

Tiger Analytics built and helped manage a Data Foundation solution that centralized all foundational data onto one platform. It resulted in minimized time-to-market, improved decision-making, and strengthened data governance. The solution also drove up operational performance and reduced overall cost overheads.

The Background

Our client is one of the world's largest Food, Snack, and Beverages multinationals. Headquartered in the US, they have operations globally, distributing their products to over 200 countries. The client wanted to build & manage a Data Foundation solution that would unify all foundational data into one platform - Ingestion, Harmonization and Layer-Wise Consumption (Bronze, Silver, and Gold). They also wanted to utilize the same for CPG use cases like NRM, Sales and Media Effectiveness, IBP, VCT, Supply Chain Optimization, etc.

Key Challenges

\ **Lack of standardized processes**: Data and Analytics management across geographies was poorly streamlined, leading to operational confusion for analytical teams.

\ **Un-harmonized data assets**: It was difficult to understand data for generating actionable insights, making the decision-making process less efficient.

\ **Duplicative data purchases**. There was increased spending on obsolete and underutilized datasets, causing a drop in the overall data ROI.

\ **Limited use case capabilities**: Various business use cases could not be executed in a timely manner.

Our Solution

Tiger Analytics kicked off by standardizing frameworks and practices for onboarding data and data quality validation. It ensured a consistent approach to data onboarding and validation. The team also established common data models to create integrated consumption views while designing and deploying future-ready frameworks for seamless Data Ingestion and Governance. They also enabled Data Enrichment closer to the source, leveraging internal and external data sets to help build common use cases across IBP, FP&A, GNRM, Procurement, etc.

Other solution highlights were:

\ Configuration-driven parameterized pipelines for automated onboarding of data sources

\ Adapting to MSFT industry data models and retail data models

\ Common framework to apply data quality validations and profiling across data pipelines

\ ML-driven approach to harmonizing internal and external datasets

\ Data pipeline auditing framework

\ Application log capture to improve operational visibility

\ Data-ready foundation across various CPG use cases for downstream consumption.

Tech Stack

/ADF

/IoT Hub

/Azure Monitor

/Azure Databricks

/Azure Purview

/App Insights

/SQL Server

/Terraform

/Informatica Metadata Manager

Value Delivered

Faster time-to-market accelerated intelligent decision-making based on the proliferation of accessible data.

There was a **50% reduction in effort** to implement data quality controls, with codes created for the same.

Data governance was improved through adherence to regulatory compliance and streamlined processes.

Operational performance received a boost by reducing cost overheads by reusing data, data pipelines, and data services.

Innovative insights were extracted to help gain a competitive advantage in the market.

About Us

Tiger Analytics is a global leader in AI and Analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore, and Australia, we help our customers accelerate their AI and Analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

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