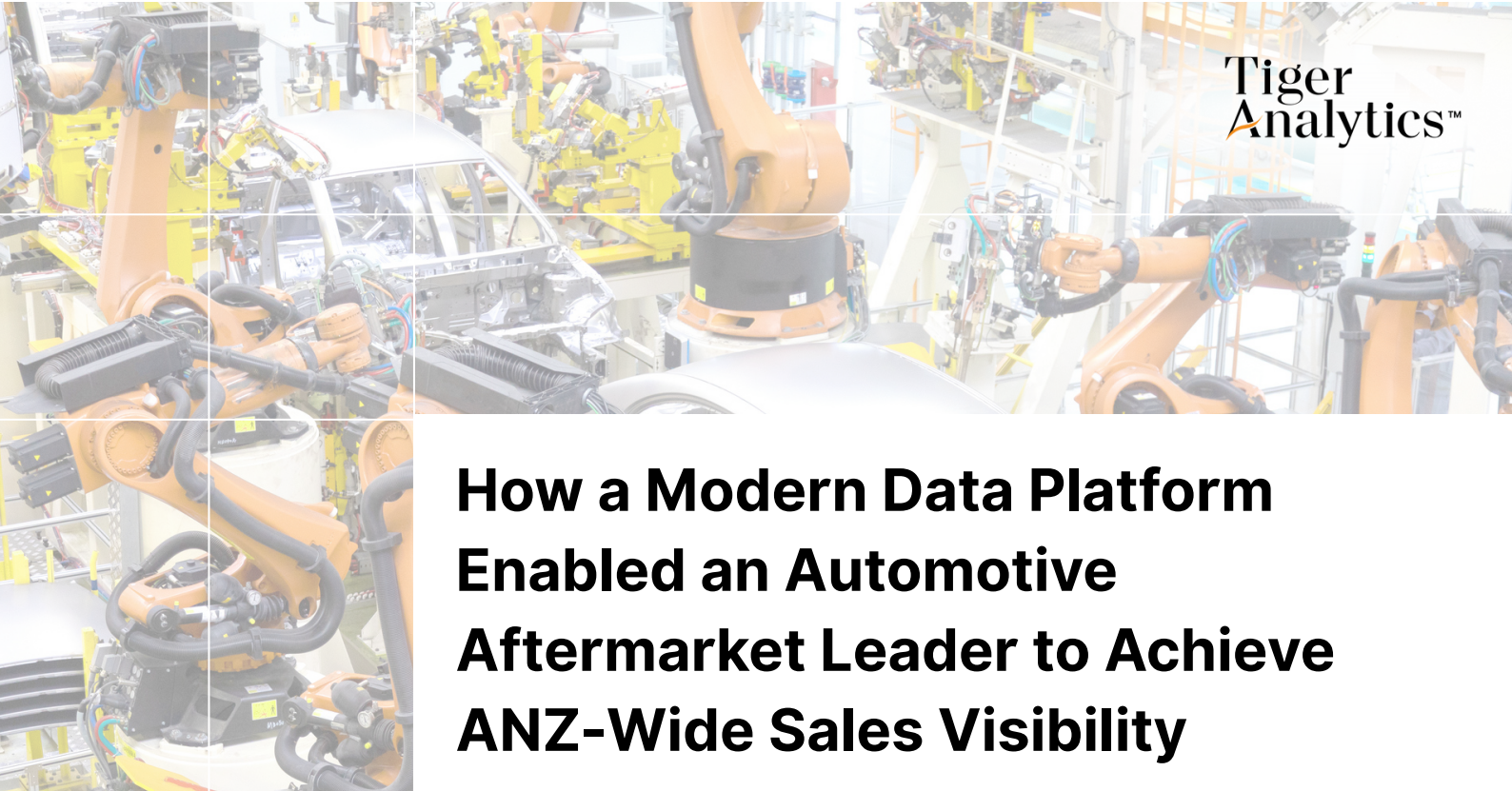




How a Modern Data Platform Enabled an Automotive Aftermarket Leader to Achieve ANZ-Wide Sales Visibility

INDUSTRY

Retail

CAPABILITY

Data Engineering

FUNCTION

Sales Analytics

TECH STACK

Google Cloud
Platform, Informatica,
Power BI

Client Overview

A large automotive aftermarket parts supplier in Australia and New Zealand. With operations spanning both countries, they needed a modern analytics platform to unify data silos and empower decision makers with reliable insights at scale.

The Ask

The client sought a robust data and analytics platform that could:

- Consolidate fragmented systems into a single, reliable environment
- Integrate both historical and real-time data pipelines
- Deliver interactive Power BI dashboards for enterprise-wide sales analytics across ANZ

Challenges

Data Silos:

Legacy on-premises Oracle systems created fragmented, hard-to-access data

Scalability Limitations:

Processes lacked flexibility to handle new use cases and growing data volumes

Real-time Gaps:

Reporting was limited to batch cycles without streaming ingestion

Governance Gaps:

Inconsistent data management practices reduced trust and slowed adoption

Visibility Issues:

Sales leaders lacked consolidated dashboards for performance monitoring

Our Solution: Enterprise Data Platform on GCP

Data Ingestion & Storage

- Executed a one-time 2TB Oracle migration using GSUTILS (bulk) and Informatica (batch)
- Automated daily incremental loads into Google Cloud Storage
- Enabled near real-time ingestion with Pub/Sub and advanced transformations via Dataflow

Data Management Layer

- Raw Zone (GCS): Source replicas in native formats
- Trusted Zone (BigQuery): SCD Type 2 for historical accuracy
- Refined Zone (BigQuery): Cleansed, aggregated, and business-ready datasets

Orchestration & Semantic Layer

- Informatica orchestrated end-to-end pipelines
- BigQuery Views and BI Engine created a semantic layer for optimized, user-friendly reporting

Dashboards & Consumption

- Power BI dashboards provided multi-level insights:
 - Executive KPIs for Australia, New Zealand, and ANZ
 - Sales analysis across ACE and non-ACE segments
 - Enterprise views for variance, year-on-year, and margin trends
- Power users accessed BigQuery directly for advanced self-service analytics

Impact Delivered

Established a single source of truth for reliable, trusted enterprise analytics

Scalable data ingestion and management framework supporting both historical and streaming use cases

Stronger data governance practices improved adoption and decision-making confidence

Executives and sales teams gained ANZ-wide visibility and faster insights through intuitive dashboards

Get Market-Wide Sales Visibility and Real-Time Insights

START A CONVERSATION



About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to provide certainty to shape a better tomorrow.

US | UK | Netherlands | Spain | Canada | Mexico | India | Singapore | Philippines | Malaysia | Australia

