

How an Enterprise Data Foundation Enabled a Global CPG Company to Unlock the Value of Their Data

INDUSTRY

Consumer
Packaged Goods

CAPABILITY

Enterprise Data
Foundation

FUNCTION

Data and Analytics

TECH STACK

Azure,
Databricks,
Azure Synapse

Client Overview

A global CPG giant operating in over 200 countries with a mature cloud strategy and a strong focus on digital transformation. Known for its large-scale operations and multi-brand portfolio, it serves a broad consumer base across retail, grocery, and foodservice channels worldwide.

The Ask

The client wanted to transform its disparate and siloed data landscape into a unified, trusted, and accessible source of truth to enable data-driven decision-making, improve business insights, and drive innovation.

Challenges

Standardizing the diverse data sources for enterprise-wide use was a major challenge; the presence of manually maintained data made the standardization process extremely difficult.

Legacy Teradata system limited scalability and cloud readiness for AI-driven use cases.

The complex, multilayered Teradata architecture, with views created from different layers, significantly complicated data lineage tracking.

Our Solution: Enterprise Data Foundation Implementation

Data Architecture Modernization and Standardization

- 1. Cloud Migration to Delta Lake:** Transitioned from the legacy Teradata system to a modern cloud-based Delta Lake architecture (Bronze, Silver, Gold layers) to achieve scalability and AI/ML readiness.
- 2. Established Clear Data Layers:** Designed a logical data model covering entities, attributes, and relationships.
 - Bronze: Ingested raw, disparate data (ERP, POS, IoT, etc.).
 - Silver: This layer was the key to standardizing diverse and problematic manually maintained data. We leveraged the Microsoft CPG (Consumer Packaged Goods) data model template as a foundation. This industry-specific model was customized and tailored to meet the client's specific business requirements and unique data needs. This approach accelerated the creation of a structured, query-ready format, establishing the "single source of truth."
 - Gold: Developed business-centric aggregates, dimensional models, and large analytic tables optimized for analytics and reporting.
- 3. Improved Lineage:** Incorporated metadata management directly into the logical model for improved data governance and to actively track data lineage across the new multilayer architecture.

Established Data Governance

Set up governance boards, defined data quality metrics, data security and privacy processes, and implemented a comprehensive data dictionary and metadata management framework.

Enabled Concurrent Modeling via DevOps

Introduced DevOps processes to support multiple projects working simultaneously while maintaining standards and consistency.

Automated Dashboards and Reporting

Developed dashboards reflecting business inputs, with auto-generated reports circulated to relevant user groups.

Adoption and Review Processes

Conducted daily "data modeling office hours" and weekly governance reviews to ensure standards adherence and facilitate adoption.

Leveraged Accelerators and GenAI Tools

Used a custom toolkit to validate STTMs compliance and synchronize models in Synapse. Later, incorporated a GenAI-assisted data modeling accelerator to suggest tables and columns, improving accuracy and efficiency.

Impact Delivered

Architectural and Operational Efficiency Gains:

The deployment of the new architecture, centered on a modernized Delta Lake and a customized industry blueprint, delivered immediate, quantifiable value by resolving legacy constraints and enabling scalable analytics.

The core success hinged on taking the Microsoft CPG (Consumer Packaged Goods) data model template and customizing its entities and attributes to perfectly align with the client's unique operational needs. This strategic approach achieved several critical outcomes:

- **Accelerated Time-to-Value:** The use of pre-defined schemas and ETL pipelines for common CPG scenarios (e.g., sales, procurement) drastically reduced development time, allowing the enterprise data foundation to be deployed faster.
- **Future-Proof Unified View:** Custom-tailored entities broke down legacy data silos, successfully integrating transactional, operational, and external data into a single source of truth, establishing future-proof integration capabilities.
- **Scalable AI & Analytics:** The standardized platform directly enables advanced use cases, including demand forecasting, trade promotion optimization, and sentiment analysis, supporting critical AI-driven initiatives.

Beyond the architectural benefits, we realized significant process and adoption improvements:

- **Foundation for Enterprise Applications:** Multiple critical applications across the business—including Procurement, Supply Chain, Integrated Business Planning (IBP), and Financial Analytics—are now built directly on this robust, standardized enterprise data foundation.
- **Modeling Efficiency Increase:** Achieved a 10% increase in data modeling efficiency through the implementation of a dedicated modeling portal with integrated data steward approval workflows, ensuring rapid yet governed changes.
- **Robust Data Ingestion:** Implemented a reliable pipeline framework that supports the automated and resilient ingestion of data from all diverse sources, including ERP systems, POS data, and IoT sensors.
- **Cost-Efficiency:** The adoption of Delta Lake separates compute from storage and utilizes open formats, ensuring scalability while reducing vendor lock-in and the total cost of ownership.

Customizing the industry blueprint transformed raw data into a production-ready, AI-powered data platform, ensuring it can easily evolve with the company's broader data strategy.

Unlock Scalable, Data-Driven Insights Across
Your Enterprise

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 | Canada | Mexico | India | Spain | Singapore | Philippines | Malaysia | Australia

