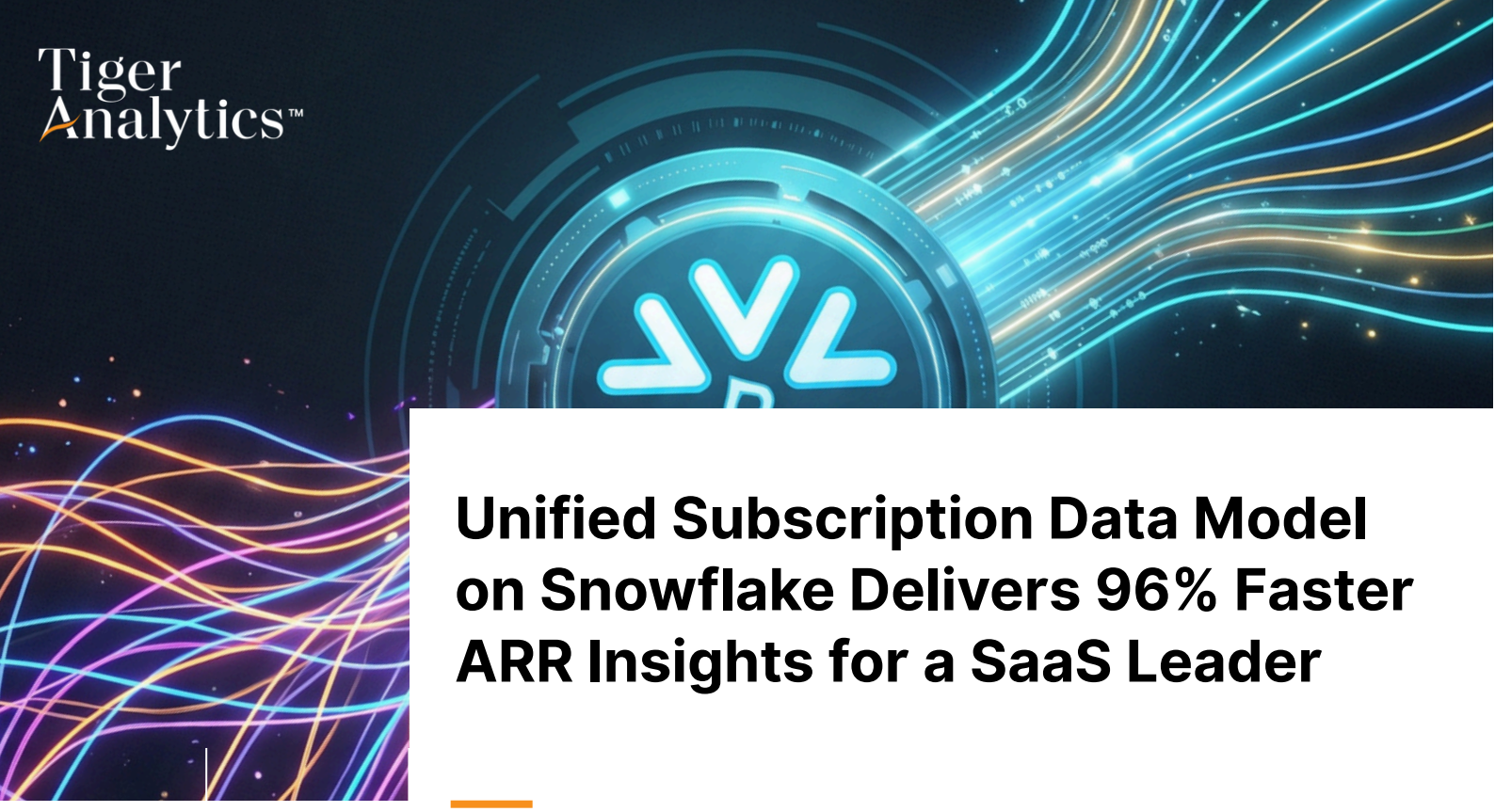
Tiger Analytics™



Unified Subscription Data Model on Snowflake Delivers 96% Faster ARR Insights for a SaaS Leader

INDUSTRY

Technology, Telecom & Media

CAPABILITY

Data Modernization

BUSINESS FUNCTION

Customer Analytics

TECH STACK

Snowflake, HEVO, Amazon S3, MongoDB, Chargebee, Stripe, Atlassian, HubSpot, Google Analytics

Client Overview

Our client is a fast-growing software and technology provider whose subscription business spans multiple developer tools, flexible billing models, and complex customer relationships. Known for their developer-first approach and business scale, they serve an active global user base across individual developers, engineering teams, and enterprise organizations.

The Ask

To centralize operational data, eliminate manual reconciliation across siloed systems, and establish a governed, unified analytical foundation that delivers a consistent view of ARR, subscriptions, and user seats across Sales, Customer Success, and Finance.

Challenges

- Disparate operational systems across CRM, billing, payments, finance, and product tools (including Stripe, Chargebee, HubSpot, and MongoDB).
- Manual reporting that required 10-12 hours each month to consolidate and reconcile records across operational platforms.
- Complex subscription lifecycles involving plan migrations, pricing updates, seat adjustments, cancellations, and reactivations.

Our Solution: Unified Subscription Analytics Data Model on Snowflake

Automated Ingestion Across Disparate Systems: Deployed HEVO to automate the extraction and ingestion of operational data from Amazon S3, MongoDB, Chargebee, Stripe, Atlassian, HubSpot, Google Drive, and Google Analytics directly into Snowflake.

Built a Three-Layer Governed Processing Pipeline: Structured data flow through three governed stages: a Raw Zone to store source data payloads; a Cleansed Zone to validate, profile, and standardize data; and a Semantic Layer to apply standardized recurring revenue business rules.

Architected a Dimensional Star Schema: Designed and implemented a dimensional model separating subscription events from business dimensions, maintaining data at the granular subscription, plan, and date level to preserve complete subscription history.

Enabled Daily Incremental Event Processing: Engineered daily processing pipelines to capture every plan migration, pricing update, seat change, cancellation, and reactivation as individual analytical events, replacing monthly reporting cadences with continuous visibility.

Accelerated Delivery with Reusable Toolkits and Accelerators: Leveraged the *Tiger Analytics Data Modelling Toolkit* for standardized dimensional design, *Tiger Snowflake Data Fabric* for Data Profiling and *Data Quality* accelerator for automated validation and quality controls, and the *Tiger Snowflake Data Fabric for Cost Monitoring* accelerator for compute cost governance

Impact Delivered



- 96% faster delivery of insights by replacing monthly reporting with daily incremental updates.
- ~99% reduction in manual reconciliation, cutting monthly preparation time from days to hours.
- ~99.5% reporting accuracy across ARR and user seat metrics through standardized business definitions and automated validation.
- 100% visibility into plan migrations by capturing every subscription lifecycle event in a complete historical record.

Unlock Real-Time ARR Insights and Modernize Your SaaS Data Infrastructure Today

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