

Transitioning Data and Reporting to an In-House Platform for a Global Retailer

A large retail brand that relied on an externally managed data warehouse, with the help of an external analytical partner for report generation and insights, was seeking to improve their data management. While this system supported their overarching goals, they experienced slow response times from vendors, had limited understanding of their assets, and were dependent on the vendors who could set their price.

Due to increasing vendor costs, this organization needed to quickly move assets and reporting to be managed internally. The client engaged Clarkston to provide project oversight and data analysis support to help the business analyze, consolidate, and recreate these data and reports using Snowflake and MicroStrategy.

In a project that normally lasts months, Clarkston was able to successfully transition to the in-house environment in 13 weeks. Beyond the primary support areas, Clarkston was able to help train users to use the self-service portal and enable additional digital reporting beyond the planned scope.

Retail Case Study

PROJECT OVERVIEW



INDUSTRY:



Retail

PRODUCT AND SERVICES:



Apparel and Footwear

PRIMARY OBJECTIVES:

- Recreate data ingestion pipelines and models within the centralized data warehouse
- Replicate data sets in their new reporting platform, prioritizing data sets supported by outside vendors
- Train business users in the new environment, empowering users to extract data and develop reports themselves
- Minimize disruption from core reporting to executives and operational teams
- Provide active project management and transparent communication of progress to leadership and key stakeholders to ensure on-time delivery

RESOLUTION:

- Ensured frequent communication with project and business leadership, proactively addressing any impacts to operations or changes in the timeline
- Performed data analysis and exploration of the data within the legacy environment to reverse engineer and recreate in the new central warehouse
- Shared exploratory analysis results and preliminary queries and logic to data engineers to build models
- Regenerated reports and self-service analytics in the new reporting platform to ensure business continuity
- Validated data to ensure minimal variance between the legacy platform and the new environment

KEY BENEFITS:

- Confirmed ownership of data assets and reporting transitioned from outside vendors to internal teams
- Recreated core business data sets and trained business users on using the self-service analytics portal
- Verified data quality through validation and testing
- Limited disruption to front-end users despite significant back-end changes

KPIs

- Eliminated annual vendor costs of nearly \$1 million/year
- Gained efficiencies due to not having to wait for outside vendors to respond
- Increased speed of reporting by providing a self-service portal for analysts

CONTACT US

