

A photograph of a man in a dark suit speaking to a large audience in a conference hall. The man is seen from the back, gesturing with his right hand. The audience is seated in rows of red chairs, looking towards the speaker. The background is a blurred conference room with warm lighting.

E2E Data Platform to Implement BI and Analytics Solutions

Unified scalable data platform to enable actionable insights.

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Modern data platform for a unified view of data across all data centers to implement BI dashboards and enable data-driven analytics.



About Customer

- Dallas-based leading Entertainment company with over 44 centers across the United States
- Serves more than 20 million guests annually



Approach / Deliverables

- Architected data platform leveraging Azure cloud - ADF, ADLS Gen 2, SQL Data Warehouse, Analysis Service and Power BI
- Setup custom coded ADF Pipeline for each source type for near real-time data ingestion with CI/CD integration
- Leveraged highly resilient warehouse model to built Power BI dashboards for all 4 function - Operational, Finance, HR and CEO
- Implemented Infrastructure as Code (IaC)



Business Challenges / Drivers

- Lack of unified data platform as data present in silos (Sybase database, Flat Files/excel, APIs, SQL Server based systems)
- Lack of monitoring & logging process
- Delays in report generation affecting decision making
- Implementation of BI dashboards for 4 functions- CEO, Finance, Operations and Executive



Outcomes / Benefits

- Unified view of data across all 44 centers resulting in faster insights and timely decision making
- Reduced the data reporting time from days to less than 15 minutes
- Improved productivity through DevOps automation
- Developed interactive and responsive management dashboards for business users, made available across mobile and web
- Enables data driven analytics to improve customer experience

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