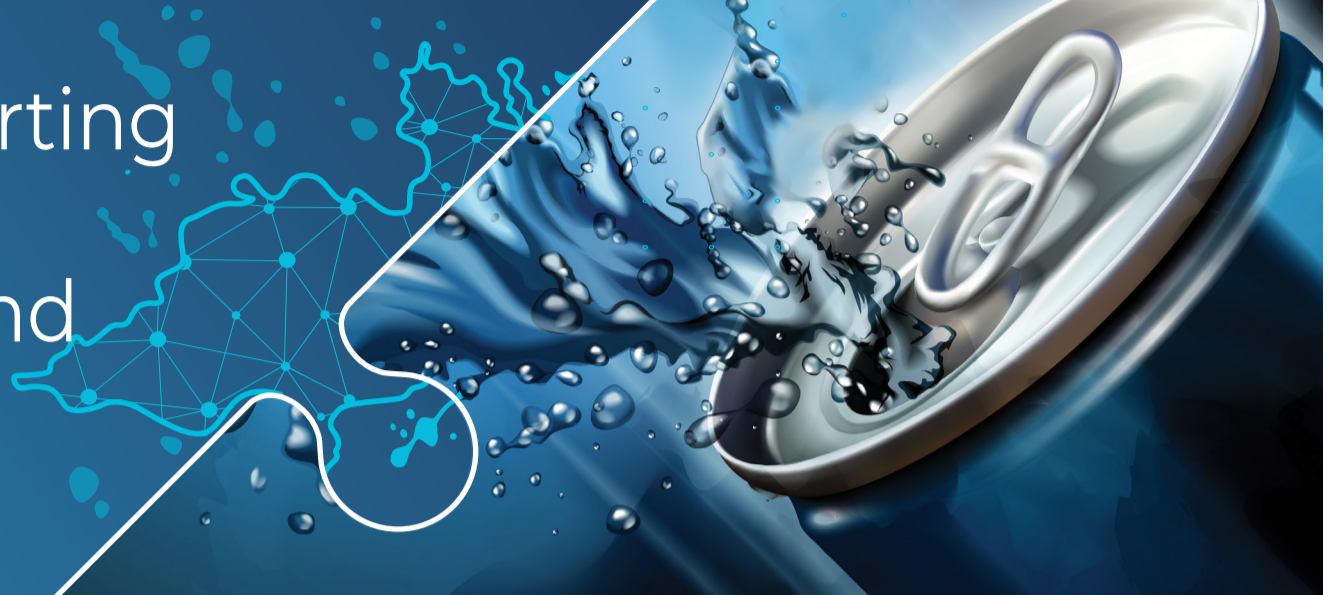


## CASE STUDY

Technology

# Optimizing data extraction & reporting for a leading US energy drink brand



## About the client

Our client is a leading global engineering and technology company offering solutions in mobility, industrial technology, energy, building technology, and consumer goods, since 1886.



**Headquarters:**  
Hauppauge,  
New York



**Revenue**  
USD 25 Mn



**Launched in**  
2012

## Objective

A US-based gaming and energy drink manufacturer wanted to optimize their entire data extraction & reporting process to be able to reduce the turnaround time from data to actionable business insights.

## Business challenges

### Overall BI & reporting time consumption

The current process of extracting, transforming, and loading the data from the client's infrastructure to the Netscribes setup consumed around 5-6 days. The process also involved extracting data in batches at the start of every month - an overhead for the analytical team.

### Stale data

Given the 5-6 days time of the data loading into the Netscribes environment, the data present for analysis had a lag of a week's time which led to incorrect/partial representation in business performance numbers and the analysis was done based on stale data.

### Unstandardized KPIs & dimensions

The reporting KPIs and dimensions were not uniform across data sources which led to mismatches in the transaction numbers.

### Scattered and multi-platform codebase

Multiple codebases residing on multiple platforms (platform, MySQL, excel) led to a high amount of heuristic efforts for data analysis and reporting.

### Performance challenges

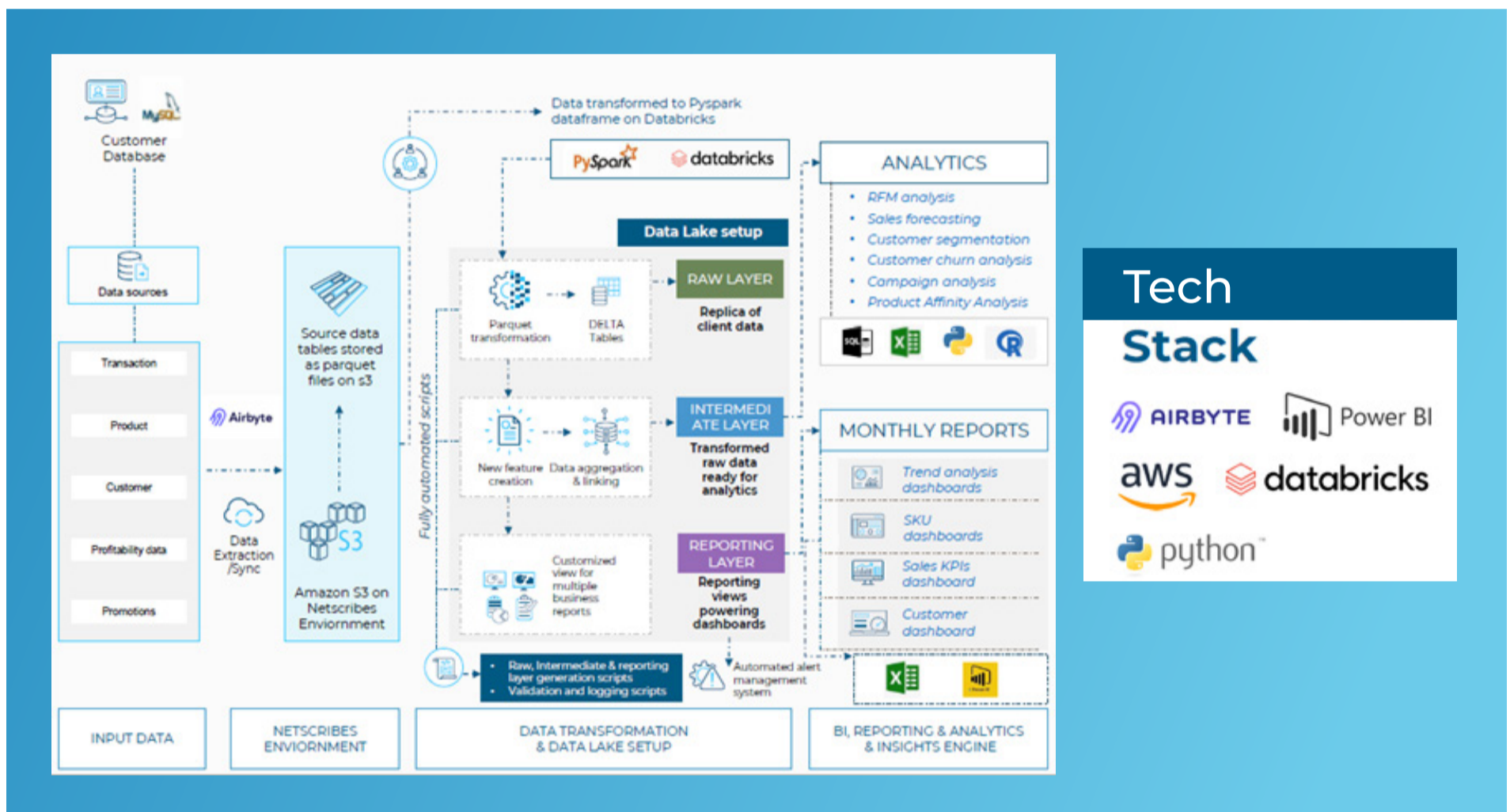
This occurred due to huge amounts of data, data pulling, and querying for analysis.

### Excel-based reports

All reports were sent as flat files at different points of time and hence, was difficult to manage.

## Approach and solution

- Netscribes designed the architecture and created a real-time data warehouse on Databricks using 20+ data sources with 3 layers-raw, intermediate, and reporting. This led to structured and quick consumption of each of the client's data sources for business insights
- The Databricks cloud infrastructure along with Python affording more flexibility increased process performance by 90%
- The overall BI & reporting process was streamlined and led to a 95% reduction in turnaround time of critical business reports
- The almost real-time data provided an accurate view of the business performance metrics and shorter delivery time due to cleansed and pre-processed data availability in the warehouse
- The KPIs and dimensions were standardized across all data layers reducing mismatch in the reporting numbers
- The entire report was transitioned from Excel to a more intelligently designed and easy-to-consume PowerBI dashboard



## Results delivered

Through our collaboration, the firm witnessed:

- 95% reduction in turnaround time of the entire reporting process
- 100% improvement in the accuracy of business performance KPIs due to almost no lag in data from the client to the Netscribes infrastructure
- Faster data to insights cycle time with standardized data warehouse setup on Databricks cloud



## Benefit

Netscribes designed and developed a single source of truth of data through a data warehouse setup on Databricks cloud. The entire ETL process along with a reporting process was fully automated with no manual intervention which led to a 95% reduction in manpower empowering the brand with more reliable data analysis using the data warehouse.

Drive smarter business decisions faster with the insights you need at your fingertips using Netscribes [data and analytics](#) solutions

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