



Category: Data Analytics

CONSUMER PACKAGED GOODS (CPG)

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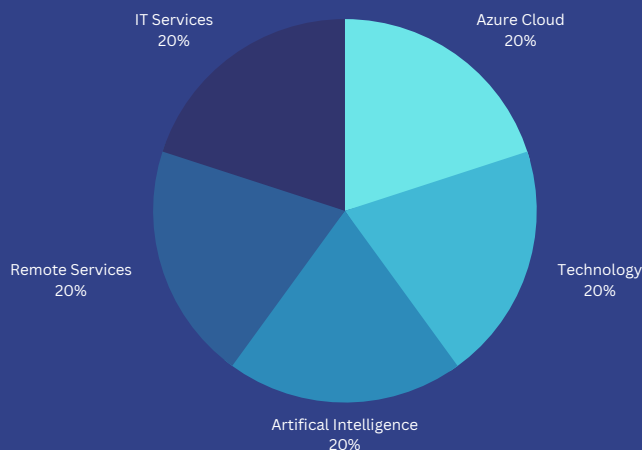
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USE CASE

Using Azure Cloud Services, Automate Monthly Reporting for Brand Stakeholders to provide timely, automated reports to brand stakeholders on the first of every month, enabling data-driven decisions.

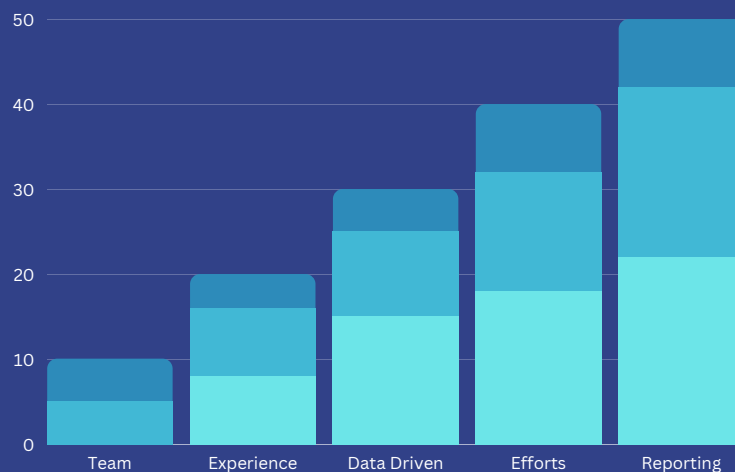




PROBLEM STATEMENT

Consumer experience and marketing team members face a significant challenge in their operational workflow. Every month, they manually compile and create reports related to Consumer Brands. This manual approach is not only labor-intensive but also restricts the frequency of reporting to once a month. Such infrequency limits the business's capability to assess performance and make timely data-driven decisions.

Furthermore, the business aspired to have the flexibility to analyze these metrics more regularly, ensuring that they are always in tune with their performance indicators. Therefore, there is a pressing need to automate this process to save time and effort and make decisions through frequent and flexible reporting.



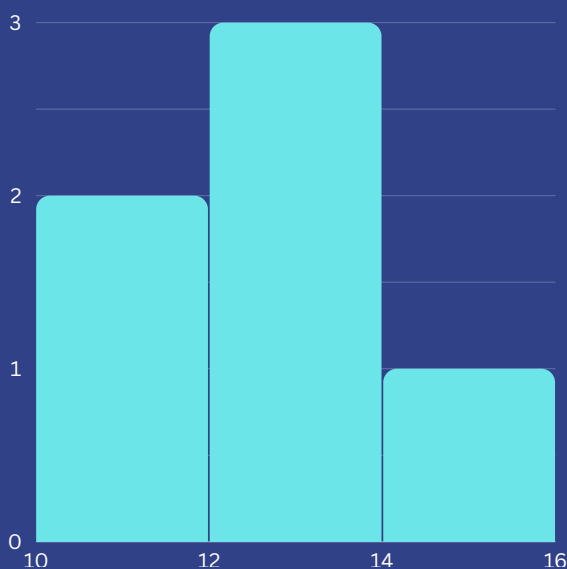


Sources to Integrate:

Emails, SharePoint, Google Analytics APIs, Walmart Luminate API, BigCommerce, MailChimp, Salesforce Service Cloud, Salesforce Marketing Cloud, SFT (files) and Data Lake.

KPIs to Implement:

Clicks, Views, Sessions, % Bounce Rate, Email Capture Rate, Added to Cart Rate, Cart Abandonment Rate, Revenue/Orders, Impressions and Paid/Organic Traffic Rate.





SOLUTION:

The CTS team developed the automated solution using Azure Services. Details:

- 1. Data Retrieval:** Azure ADF (Azure Data Factory) was used for data extraction and pulling from various sources.
- 2. Integration:** Integrated with external APIs using Azure Logic Apps and Azure Functions.
- 3. Processing & Transformation:** Leveraged Databricks for data processing and transformation tasks.
- 4. Storage:** Stored structured data in Datalake and used Blob Containers for unstructured data—used star schema model for efficient data retrieval.
- 5. Database & Warehousing:** Incorporated DB for immediate data storage needs and DW (Data Warehousing) for structured, large-scale storage.
- 6. Visualization:** PowerBI connected to the data sources to visualize and present the transformed data to stakeholders.

Value Savings:

Automated helped reduce 13 hours per week per member. $13 * 100$ (average rate) * 52 weeks * 4 (members) = \$270,400 annual cost savings.

