

Implementing Data Management Infrastructure

Client Challenge

Our transport client collects an extensive amount of data and required a new infrastructure that would allow them to better manage their data and use it for informed decision making. The client needed to conduct analysis combining several different data sources including its own systems and those supplied from third parties.

Available data required better alignment with the organisational KPIs and associated reporting as well as a reduction in manual effort required to produce them. The client also wanted to obtain new insights into its performance by integrating new sources of data and combining them with existing information.

Sagacity Activities

Utilising our extensive data management experience and understanding of cloud storage infrastructure, we built and supplied a centralised cloud-based data store to support analytics and reporting use.

This included a data lake as the single source of truth, supported by a structure store and data model providing validated and aligned information to end users.

The target state architecture was designed to improve data governance and serve to increase automation of the client's traffic reporting capability. It includes multiple internal and external integrations to accommodate both internal and third party data, and can integrate new data extremely quickly.

We also designed, created and produced key traffic reporting using PowerBi for visualisation dashboards then delivered training to ensure ongoing monitoring and best practice.



Data Infrastructure



Data Governance



Increased Automation



Dashboards



KPI Reporting

60%

reduction in
Reporting times

Outcomes & Benefits

The client now benefits from a centralised, single point of truth for their data, combining previously disparate systems for faster, seamless and repeatable access without the need for manual processes. The new infrastructure makes both accessing their information and delivering their reporting faster, more cost efficient, and with less risk of human error.

Integration of new data from external sources provide deeper insights to their performance against alternate providers and in light of external events. The infrastructure ensures the ability to integrate new data quickly whilst the reporting enables dedicated KPI monitoring, product analysis, and support of marketing campaigns and product development.