



# Data platform solution for a global leader in the FMCG industry



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Service offered: Secure data platform solution for an FMCG leader

Industry: FMCG (Fast moving consumer goods)

## BACKGROUND

The client, a FMCG leader in the U.S. approached us to build a secure and reliable data platform solution. The prime objective is to overcome data silos and construct a unified Data lake that can serve as a reliable source of data for planning and campaigns.

The client also expected smooth implementation of fully-managed ETL solutions available through GCP (Google Cloud Platform).

## SOLUTION IMPLEMENTED

- We understood the client's requirements and devised a complete set of integration processes that guaranteed effective data ingestion, transformation, and storage.
- Our approach included the development and scheduling of data pipelines and the seamless migration of historical data bundles utilizing specialized data transfer tools.
- The smooth migration to the cloud streamlined the efficient data processing on a massive scale.
- Within a short span, we have successfully migrated historical data, restructured the ingestion processes, and orchestrated streamlined pipelines on the Google Cloud Platform.

## OUTCOMES



**30%**

Reduction in data storage and computational expenses



**2X**

Faster data platform delivery

*The client was happy with the implemented solution as it resulted in substantial cost savings for the business and markedly enhanced data availability, quality, and security. The developed solution provided a holistic view of every customer in near real-time.*

### Technology Used

 Google Cloud

 snowflake

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