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Streamlining data management with AWS for a well-established CPG client



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Service offered: Development of comprehensive data solution for a FMCG company

Industry: FMCG (Fast moving consumer goods industry)

BACKGROUND

A CPG client from Saudi Arabia approached us to build a comprehensive solution to streamline their data management process that will enable them to focus better on their business operations instead of worrying about data maintenance.

The client was dependent on data downloads from multiple Excel files, different vendor partners, and a Microsoft SQL server instance in order to power up their dashboards. This setup needed considerable effort to manage and maintain, leading to challenges with user experience, insight delivery delays, scalability, and automation.

SOLUTION IMPLEMENTED

- We had regular discussion sessions with the client to understand their complete data management needs and we began the process with data ingestion from different sources.
- We developed the Revenue growth management warehouse and then created the data science pipeline and web app utilizing AWS serverless architecture.
- Delivered a fully dynamic and ready-to-use, complete machine learning framework
- Developed a unique solution that provided the client with an engaging and dynamic dashboard featuring wholly refreshed weekly information, incorporating both predictive and descriptive analytics.

OUTCOMES



40%

Increase in operational efficiency



35%

Reduction in data storage and computational expenses



2x

Times faster data solution delivery

The client was happy with the solution as it resulted in enhanced scalability, centralized data management, improved performance, a user-friendly interface, and so on. The solution also paved the way for cost-effective infrastructure management utilizing on-demand resource scaling and AWS serverless architecture.

Technology Used



amazon REDSHIFT



aws Glue



aws Lambda



amazon CloudWatch



AWS Lake Formation



AWS Glue



amazon QuickSight