Streamlined Sales
Data Reporting with AWS & Power BI

Client Overview

An Indian food delivery company based out of Delhi with a network of more than 1400 restaurants. The client is a leader in the organized pizza market with a market share of more than 67% in India.
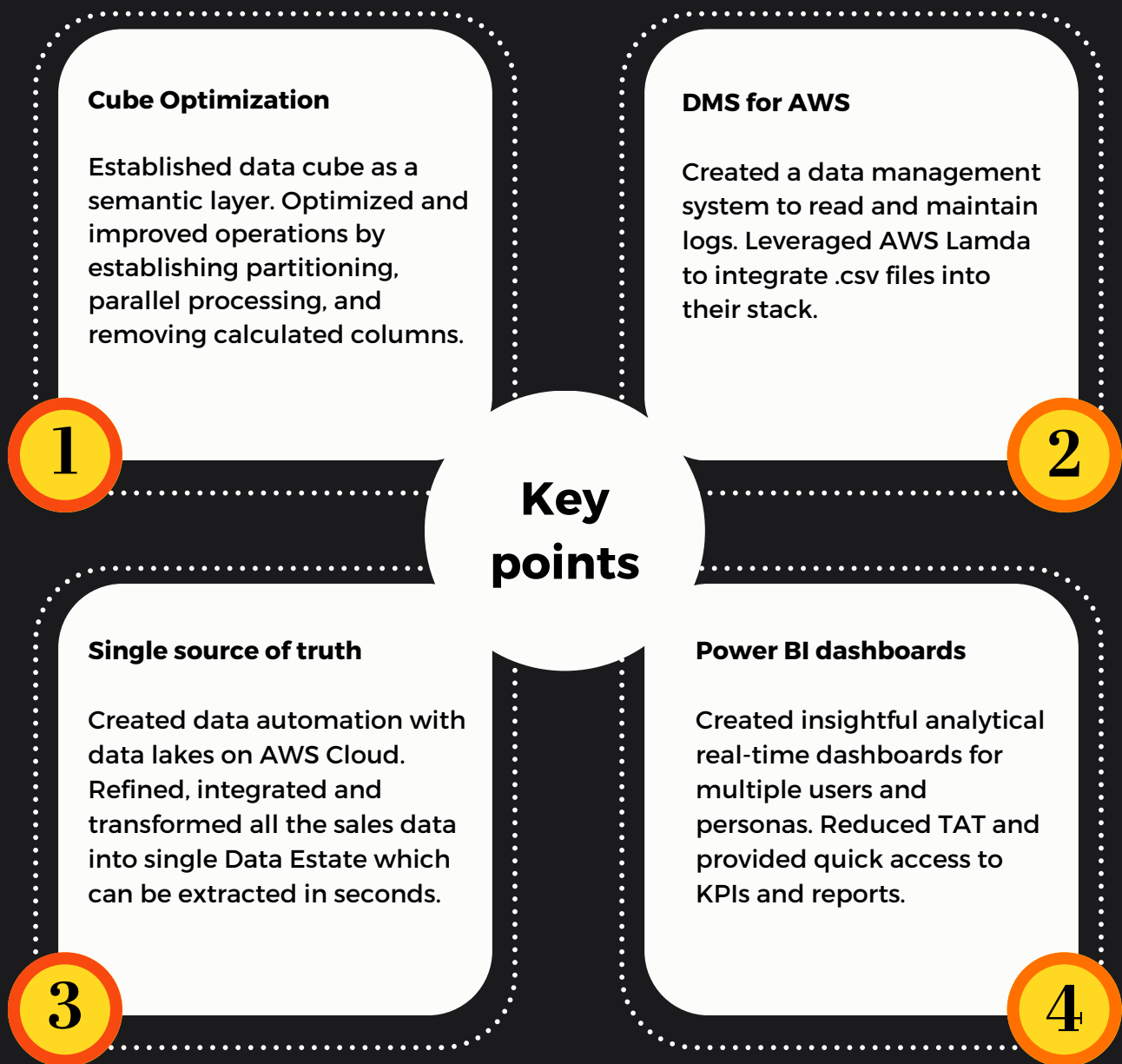
Challenges faced ≫

- Unable to identify buying behavior at the store level due to data integration challenges from multiple sources.
- The presence of data silos across organizations & a lack of homogenized formats across data.
- Data management and extraction practices with longer (40 mins+) and inaccurate data affecting productivity.
- With 3+ lakh orders daily data - high turnaround time for reporting and analysis.
- Lack of a holistic view in Amazon Redshift (Aws) for running data pipelines.
- Wanted strong data foundational practices to assist with sales forecasting
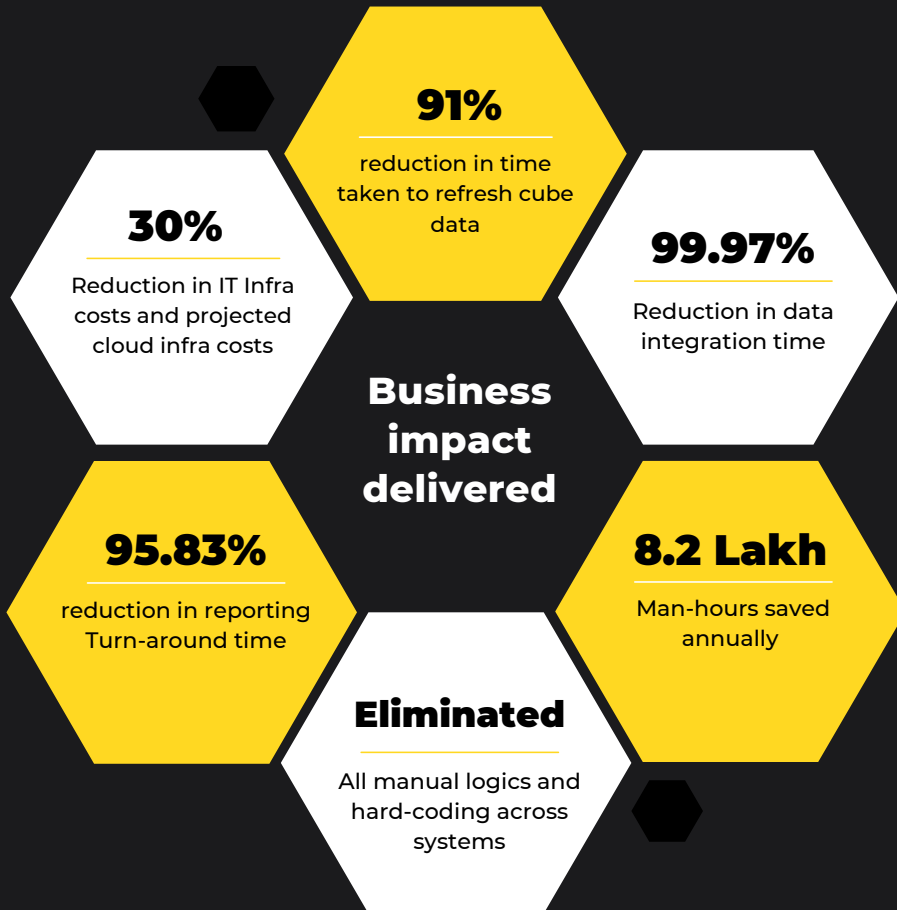
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Solution Implemented ≫

Tech Stack: Power BI, AWS

With a detailed assessment, we understood their data and their bottlenecks at a granular to provide strong data architectures, intuitive multi-dimensional reporting, and optimized their data management.

Cube Optimization

Established data cube as a semantic layer. Optimized and improved operations by establishing partitioning, parallel processing, and removing calculated columns.

1

DMS for AWS

Created a data management system to read and maintain logs. Leveraged AWS Lamda to integrate .csv files into their stack.

2

Key points

Single source of truth

Created data automation with data lakes on AWS Cloud. Refined, integrated and transformed all the sales data into single Data Estate which can be extracted in seconds.

3

Power BI dashboards

Created insightful analytical real-time dashboards for multiple users and personas. Reduced TAT and provided quick access to KPIs and reports.

4

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Business Impact ≫

Business impact delivered

91%
reduction in time taken to refresh cube data

30%
Reduction in IT Infra costs and projected cloud infra costs

99.97%
Reduction in data integration time

95.83%
reduction in reporting Turn-around time

8.2 Lakh
Man-hours saved annually

Eliminated
All manual logics and hard-coding across systems

About Polestar Solutions

As an AI & Planning powerhouse, Polestar Solutions helps its customers bring out the most sophisticated insights from their data in a value-oriented manner. From analytics foundation to analytics innovation initiatives, we offer a comprehensive range of services that helps businesses succeed with data.

The impact made by our 600+ passionate data practitioners is globally recognized by leading research bodies including Forrester, Red Herring, Economic Times & Financial Times, Clutch and several others. With expertise across industries and functional capabilities, we are dedicated to make your data work for you.

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