

RGM Data Lake

Business Impact numbers

60%

Reduction in time to insights

3-5%

Incremental annual revenue through improved RGM decisions

Time to execution

3

Weeks to Pilot

12-15

Months Full Execution

Problem Overview

Fortune 500 consumer goods companies need a centralized data platform across regions to take RGM decisions efficiently along with a consumption layer for faster decision making.

High level approach/solution framework

Built and delivered a robust and scalable Sales Business Data Lake on Azure with immediate focus on supporting playbooks for various RGM use cases

- Data engineering – Ingest data from Local POS, E-POS, TPM, internal and external data systems into RGM data lake
- Data governance – Implement data quality, data catalog governed by data standardization rules
- Insights consumption – Develop playbooks on price pack, assortment, gross to net

Azure architecture or Azure components used



ADF Pipelines



Azure MS-SQL Database



Microsoft Power BI



Usage stats at a high level

30+

Countries

30+

Playbooks

15+

Data sources

150+

BIZ KPIs