

Semantic Layer Data Modeling for a Beverage Company

Introduction

The client is a large-scale retailer and distributor in the beverages industry based in mid west USA. It operates in multiple cities and supplies different beverages to multiple major retail outlets.

Need

Client had a set of reports and dashboards which were created on demand for its management and contain all important KPIs. But whenever there was a need for new report or a new metric which even though was essentially on same data source as the present reports- it was a big effort and getting the report in hands of management would become a week's job. They needed something faster.

It was also needed that same report when seen by zonal management person should only reflect data from their zones and global managers must be able to see all data across the zones. The reports even when shared with others must not show data to user which they did not have access on.

Solution

Contata understood their problem and created a semantic layer on their existing reports data model and enabled question and answer feature on the power bi reports and dashboards.

The semantic model was tested and evolved in a two week beta testing phase. Common questions were identified and suggestions were improved by adding definitions of terms which QnA did not understand. Synonyms were continuously expanded on and multiple featured questions were selected so that users can start with common use cases.

Apart from this role level security was added onto the data model which helped restrict access to users of report.

Industry

Retail

Beverages

Our Services

Data Modelling

Row Level Security

Dashboards

Technology Stack

Power BI

Advantage

80% backlog cleared

About 80% backlog of pending report demands from management was cleared within hours of going live. This is more than 1 year worth of report development work.

245% increase

Increase in user engagement on the Q&A reports compared to all older reports.