

CASE STUDY

Semantic Layer Data Modeling for a Beverage Company



OVERVIEW

The client is a prominent beverage retailer and distributor in Midwest USA, operating across multiple cities.

CHALLENGES

The client encountered several challenges with its existing set of reports and dashboards, encompassing crucial KPIs, which were customarily generated for management.

Despite these reports getting originated from the same data source, creating new reports or metrics was a big task. Delivering reports to management took up to a week, hindering efficiency.

Additionally, there was a need to develop a system where reports generated for zonal management personnel were exclusive to their respective zones, while global managers had access to data spanning all zones.

The client wanted to ensure that shared reports did not display data to unauthorized users.

INDUSTRY

- Retail
- Beverages

SERVICES

- Data Modeling
- Row Level Security
- Dashboards

TECHNOLOGY

- Power BI



SOLUTION

To address the client's challenges, Contata created a semantic layer on the current reports' data model. The implementation of a question and answer (Q&A) feature on the Power BI reports and dashboards further enhanced accessibility and usability.

The semantic model underwent rigorous testing and refinement during a two-week beta testing phase. Frequently asked questions were identified, and suggestions were enhanced by incorporating definitions for terms not understood by the QnA feature.

The expansion of synonyms was continuous, and a selection of multiple featured questions allowed users to initiate common use cases seamlessly.

In addition to this, role-level security was integrated into the data model, effectively restricting access to the reports based on user roles.

BENEITS

- 80% backlog of pending report demands from management cleared within hours of going live.
- 245% increase in user engagement on the Q&A reports compared to all older reports.

About Contata

Contata Solutions is a trusted leader in technology and digital innovation. Through our work in data engineering, data analytics, machine learning, marketing automation and app development, we deliver solutions that address complex problems in ways that are simple, insightful and impactful.

Our promise and value proposition to our customers is simple: we leverage our deep technical expertise and global presence to bring software products and data-driven decision capabilities to life.

Founded in 2000, Contata is a privately-held company headquartered in Minneapolis that serves clients globally from offices in the United States and India.