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## SUCCESS STORY

### « INTERIM BI MANAGEMENT FOR E-COMMERCE START-UP OF THE FASHION INDUSTRY »

- » *Management of Google based Business Intelligence*
- » *Getting better Data Quality in shorter time*
- » *Assessment and Improvement of your Data Architecture*

#### Initial Situation

After a fast growth and because of the difficult situation on the job market, the customer, a growing eCommerce start-up selling fashion via an own webshop, found themselves in a situation, that their Senior Data Engineer and Data Analyst had left the company before they managed to hire a replacement. For small but dynamically developing companies it can be a tough situation, as their whole BI departments sometimes consist of only few people. At the same time their analytical data is necessary for all crucial decisions in a rapidly changing business environment.

The client's Business Intelligence (BI) System is based on the Google Cloud Platform (GCP), the Data Warehouse (DHW) used Google BigQuery while the reporting uses Metabase for Standard Reporting. The customer needed immediate support with management and improvement of their data warehouse which is the single source of truth for their whole reporting.

#### Actions - Methodology and Technology

Since bugfixes couldn't be done anymore, our solution was an Interim Management for the Business Intelligence System of the client's company. DATANOMIQ got responsible for troubleshooting and debugging of ETL-Pipelines using Stitch, Google Cloud Functions (using Python) and the SQL Transformation Tool dbt. ETL from staging of external data sources, going through data modelling and transformation to reporting. Furthermore, ad-hoc data analyses and connecting new data sources, or extension of existing data model was part of our temporary responsibility.

## Successes and Results

We were able to support the customer with bugfixes and innovative solutions to data-related problems in an efficient and flexible way. Customer could every day refer to us when he had problems. We enabled the company to continue development of BI projects, that were in progress and would have been stopped otherwise once the Data Engineer left.

On top of daily BI management, we helped the client to find new Data Engineer and Data Analyst. By having the know-how, we were able to conduct the technical part of the interview and help evaluate candidate's qualifications.

We shared our know-how on how to develop sustainable and efficient long-term BI strategy. We coached the client on how to work on developing data 'big picture' solutions for their business and how to implement them.

Because we are tool-independent and have very good awareness of the state of the art tool landscape we furthermore could suggest improvements in the DWH system and ways to cut the costs for the Google Cloud.

## What this means for you

In the first moment, Interim management can sometimes sound like you are giving control to someone from outside of your company, who might not understand your company and how it works.

However, hiring a consultant or consulting company with experience and broad technical knowledge means, that they might be able to rapidly understand where exactly your company is at, what it needs and most of all how to help you get there.

Flexible hours and ability to draw from knowledge and experience of a team of people, who bring different skills allows you to get to your goals much faster and more efficient.

Having interim management means moreover, that once you fill the position with a permanent employee, he or she can be quickly brought up to speed on the project and infrastructure.

Are you generally interested in Interim Management for your Data Department and would like to leverage hidden potential? Would you like to discuss an individual problem with us? Visit us at [www.datanomiq.io](http://www.datanomiq.io) or send us an email to [info@datanomiq.de](mailto:info@datanomiq.de).



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