

Make Data Driven Decisions At The Speed Of Questions

Client Description

Top 5 Global Apparel Company

Industry

Retail

Technologies

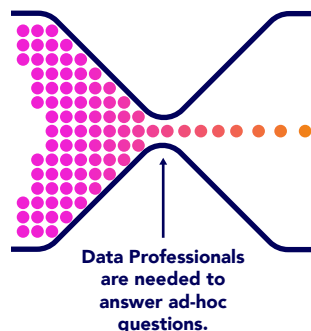
- > AutoQL
- > Snowflake

Challenge

Dashboards and Reports from trusted data sources are essential in making informed decisions to run your business. They are not useful for ad-hoc questions.

To get the data needed, a data professional is required as an intermediary because the business teams lack the skills and the access to the data. The Data Professional becomes an unintentional bottleneck.

Overwhelmed by requests for data, responses are slow. Decision makers are missing opportunities due to these lags.



What are the issues?

Reporting lags.
Lack of investigation power.
Slows decision making.
"You cannot take your inner monologue and explore your ideas."

Our Solution

It is not possible to train everyone to become capable of extracting their own data, nor is it advisable. Instead, a Natural Language Processing (NLP) was deployed that converts normal questions into SQL statements that can retrieve the required data. The solution requires no training – it is "Siri for data". The NLP draws

upon the Data Warehouse directly, no additional extracts or data sources are required. If they are allowed access to the data (per the existing corporate security structure) the business users can now bypass the data professional bottleneck.

Benefits

Global Apparel success is about leveraging trends. By enabling the Business teams within the Merchandizing department to conduct their own investigations with data, sales are expected to increase over 10%.

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