How an AWS Redshift-Powered Analytics Platform Transformed Time-to-Market and Data Processing for a Global Provider of Mobility Solutions

Global mobility solutions providers face challenges with slow time-to-market, data inefficiencies, and bottlenecked processes. They achieved remarkable results by collaborating with stakeholders and implementing a metadata-driven data ingestion system, an AWS Redshift-powered cloud platform, and DBT for ETL acceleration.

The Background

Our client is a leading global provider of mobility solutions. They faced challenges with slow time-to-market, data inefficiencies, and bottlenecked processes. They sought to streamline dashboarding processes, establish a standardized data ingestion mechanism, enhance their time-to-market, and optimize SQL data processing.

Key Challenges

\ Slow Time-to-Market: Reporting and dashboard creation for business users were taking too long.

\ Lack of Standard Data Ingestion: The absence of a standardized data ingestion mechanism led to inefficiencies.

\ Bottlenecked Data Models: Normalized data models were causing bottlenecks in the data processing pipeline.

\ SQL Heavy Data Processing: Heavy SQL processing was slowing down the development lifecycle.

\ Multiple File Ingestion Mechanisms: Diverse file ingestion mechanisms complicated data handling.

Our Solution

Stakeholder Collaboration
We closely collaborated with business and IT stakeholders to identify strategic initiatives and tactical use cases.

Metadata-Driven Data Lake Ingestion
We leveraged a metadata-driven Data Lake Ingestion accelerator to standardize and expedite data ingestion pipelines, improving efficiency and consistency.

AWS Cloud Data Platform
We established a cloud data platform using AWS Redshift, enabling data consolidation from various sources to Amazon S3 before loading into external tables in Redshift.

DBT for ETL Acceleration
We employed DBT (Data Build Tool) with Jinja templates and Macros to accelerate ETL development, simplifying the transformation process.

Consolidated File Ingestion
We streamlined file ingestion mechanisms, reducing complexity and improving data flow.
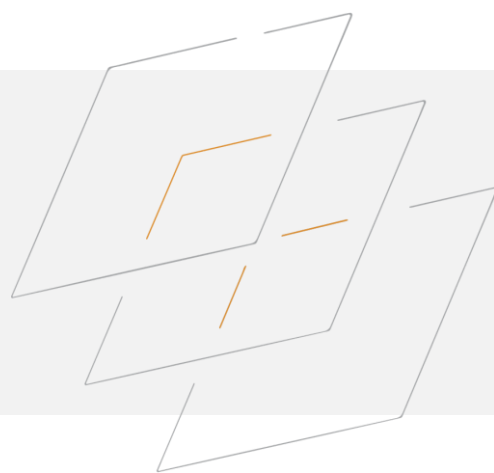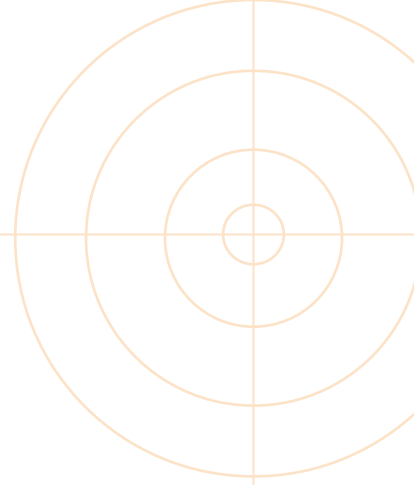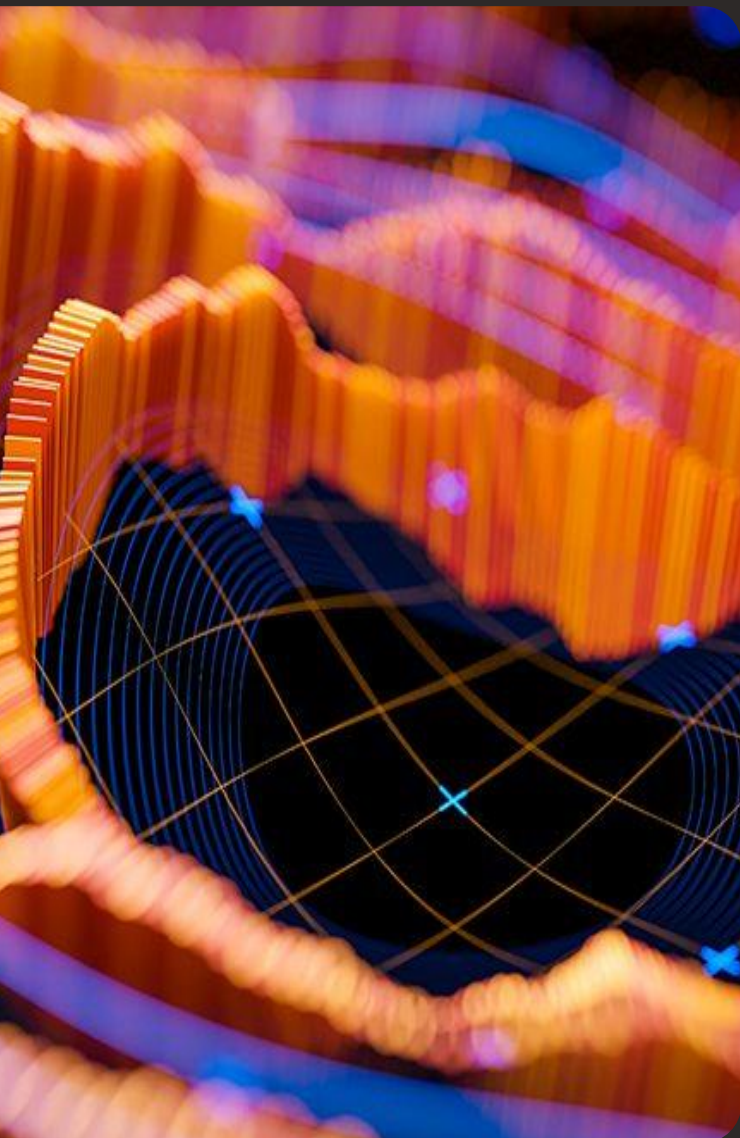
Tech Stack

/ AWS   / AWS Redshift

Value Delivered

By implementing AWS Redshift and optimizing their data processing pipeline, our client was able to transform their marketing analytics platform to achieve faster insights, better decision-making, and cost savings in the process.


Reduced Time-to-Market
The time required for report and dashboard development decreased from 4 days to just 3-4 hours, enabling faster decision-making.

Enhanced Business Performance
The platform provided actionable insights, improving overall business performance.

Cost Reduction
Implementing a standard data ingestion mechanism reduced maintenance costs, enhancing operational efficiency.
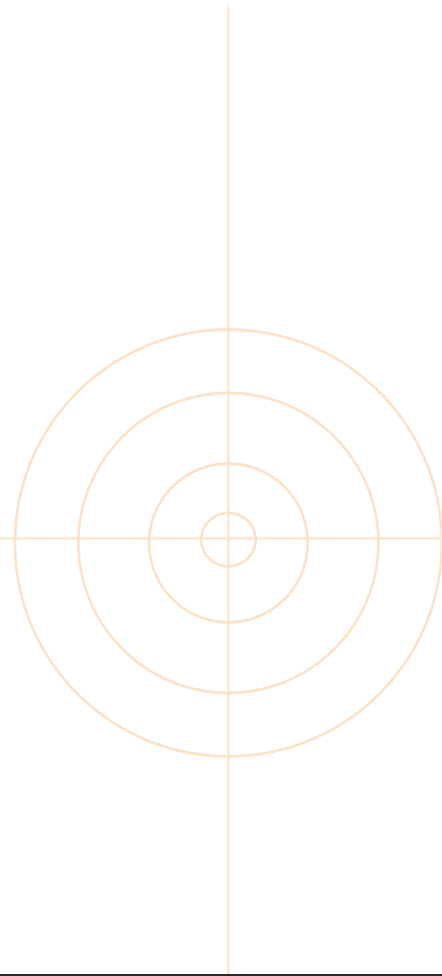
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