

Geode Software Project Profile

Business Data Analysis

Industry

Telemarketing

Need

The client had a suite of tools used to run their day-to-day operations, but these were 3 disparate systems with no easy way to cross reference the data. To generate a complete picture of the business, their analysts would have to spend exhaustive amounts of time compiling data, leaving little time to actually work with the data. They needed a system to consolidate the data to allow the users to easily access the data from a single source.

Challenges

- The client had 3 separate systems, each of which had a different database platform
- Of the 3 databases, there was no direct correlation among all of the systems
- The system needed to be easy enough to use to allow end users to run basic reports

Solution Type

Business Intelligence System

Solution

The end solution utilized a mini data warehouse to consolidate and aggregate the business data from the 3 operational systems. Once aggregated, user could access and manipulate standard reports in Microsoft Excel, and Analysts could create more complex models with other reporting tools.

Result

The solution allowed business analysts to focus on their core job of developing and analyzing data models and managers were provided with more timely, comprehensive information. Reports that were distributed monthly could be obtained daily with the new system. Managers were provided with direct access to the most common reports, eliminating the need for analysts to run reports.