

# Top Ad Optimizing & Marketing Analytics company uses DataOps suite to manage Data Quality



## Customer Objective

With a small data team handling huge amounts of Marketing and Commerce datasets on a daily basis, the customer needed an easy-to-deploy and maintain solution that helped monitor and govern the datasets pulled from multiple locations in various formats. The customer also had a resource constraint that added to the detrimental effect of data quality in daily production runs executed via manual testing.

## Business challenges

- Data Quality Management from Vendors/Sources & Transformed BI Views.
- Daily Data Transfer upwards of 50TBs.
- More than 10 Data Sources.
- On-Prem Solution needed.
- Multiple Data Sources & Vendors.

## Technologies



## Solution

- Customer implemented **DataOps Suite** to help automate Data Ingestion, Data Validation and Anomaly Detection to ensure that the data entering the system is valid.
- Customer extended the use of the Monitoring System to validate the final views which are sent to the Analyst and Marketing Team.
- The Data Quality Team was reduced to a single resource who defined a template and used the custom template along with the pre-existing rule set to cover all incoming datasets for the organization.
- The entire data team monitors the auto-generated reports of the various data models ingested by the firm.
- All Sources were plugged into the Suite using password vault.
- Notification systems alert the required personal who are presented with reports, sample records, and detailed statements about the exact issues in question.
- The usage of checkpoints and run history allows the team to easily look back at past records to re-validate the datasets.



“Our Data Quality has drastically improved since we have started using the DataOps Suite. Considering the small team size we have, being able to assign a single resource for Data Quality Management really helped us improve our efficiency.”

— Customer

## Benefits Realized

Data Quality of models improved to

**99.9%**

Reduction of team size data assurance team by

**75%**

Reduction time spent resolving data quality issues by

**50 – 70%**

Time reduced to add new Datasets & Sources reduced by

**50%**