

Agribusiness Empowers Business Users with Self-Serve Analytics

Easing Dependency of the Business on IT

Overview

Business groups across industries are feeling the pressure to make data driven decisions without access to the necessary data. Organizations are often faced with the problem of being data-rich but insight-poor. This can result in a battle being waged between business resources trying to access the data they need to do their jobs and the IT department who are forced to take on ever increasing demands on their time.

By enabling business resources to access pertinent data without the help of IT, the business can reduce time from question to insight/answer and IT need not be involved therefore freeing up IT resources to complete more sophisticated technical tasks.

The Challenge

The Customer Insight team of an Agribusiness company had a need for access to a self-serve data mart in order to make marketing decisions and answer ad hoc questions from customers. Raven Bay identified gaps that needed to be closed in order to enable this team with the data they needed:

- Multiple data sources were needed to be included in the data mart in order to fulfill the Customer Insight's data requirements. The data needed to be structured in a way that enabled easy data manipulation and table joins
- Raven Bay would need to work with IT taking into consideration resource availability and competing priorities when planning delivery timelines
- The data mart would need to be built with flexibility in mind as the tool with which the team would access the data was not decided until mid-way through the project

58 Reference/Training Documents Delivered



Created 'self-serve' analytics environment

100% Independent from IT for business data pulls

The Solution

Working with both the business team and IT, Raven Bay was able to:

- Create a comprehensive data map ensuring that the data required by the Customer Insight team would make its way into the new data mart
- Leverage Raven Bay's in-house knowledge of database systems to help write code to create the new data mart, reducing the strain on IT resources
- Work with the Customer Insight team to better understand their data access, data manipulation and visualization needs to help them arrive at a decision of implementing a new tool to comprehensively address their requirements

The Results

While ultimately responsible for reducing involvement of IT resources in the Customer Insight's data requests, Raven Bay delivered:

- A new Customer Insight data mart was built, tested and deployed including all necessary data elements required by the Customer Insight team
- The newly chosen tool for data access, manipulation and visualization was deployed and connected to the Customer Insight data mart
- Data manipulations and visualizations were built in the new tool to meet all the Customer Insight team's immediate needs with no involvement from the IT team
- Documentation was created and training conducted to ensure that the Customer Insight team had the internal capabilities to use the solution as a self-service tool without IT's involvement

"By the mid-'20s, the digital agriculture market is expected to be worth billions of dollars a year."

Bloomberg Businessweek¹