

Empowering Real-time Decisions using Streamlined Data with C5i and Snowflake

INDUSTRY
Media

CLIENT
An American multinational
mass media and
entertainment corporation

TECHNOLOGY
Snowflake, Python,
and DOMO



BUSINESS CHALLENGE

Optimizing Performance Amidst Growing Data Complexity

The client wanted to optimize business performance in terms of:

- **ETL Impact on Dashboard Performance:** Direct connections and ETL processes within DOMO were causing significant performance issues, leading to slow dashboard refresh time and inefficiencies in data utilization.
- **Scalability:** With increasing data volumes and diverse sources, there was a pressing need to scale data processing capabilities without compromising performance or data integrity.
- **User Experience:** High page load times (30–40 seconds) led to poor user experience and hindered real-time data analysis and decision-making capabilities, hence load time needed to be reduced.



BUSINESS OBJECTIVE

Optimizing Performance by leveraging Snowflake and DOMO Integration

The client sought to enhance their Executive Dashboard on DOMO, which provides detailed insights into content utilization across platforms and devices. Currently, direct connections to content response files from multiple platforms were causing performance issues due to ETL processes at the visualization level.

C5I'S SOLUTION APPROACH

Unleashing Data Agility: Powering Insights with Snowflake

C5i proposed a transformative solution by establishing an aggregated reporting layer within Snowflake. This approach effectively shifted all data processing operations outside of DOMO, enabling the dashboard to seamlessly consume pre-processed data via Snowflake connectors. By leveraging a single source of truth, this solution ensured consistent and reliable data for all reporting and analysis needs.

Key steps included:

- Creation of an aggregated reporting layer in Snowflake
- Implementation of scheduled data refresh processes using DOMO's DataFlow service
- Integration of ETL best practices to optimize data processing efficiency

These enhancements not only streamlined data processing but also laid the foundation for comprehensive Mass Media Content Utilization analysis.

OUTCOMES

Optimized Efficiency: Redefining Speed and Precision in Data Analytics



The new architecture delivered compelling outcomes:

- Consolidated all data on a unified, optimized platform, eliminating silo systems.
- Enabled real-time updates, enhancing team access to the latest metrics with a daily refresh cycle.
- Simplified computations resulted in a faster and more responsive user interface.



BUSINESS IMPACT

Transforming Performance: Accelerating Insights, Empowering Decisions

The initiative yielded significant business improvements:

- Enhanced Data Processing and Dashboard Refresh performance by ~ 30%.
- Reduced page load times from a cumbersome 30–40 seconds to a swift 3–5 seconds.
- Accelerated reporting cadence from bi-weekly to daily, empowering timely decision-making.
- Streamlining data processing and reducing dependency on multiple systems resulted in operational cost savings. The optimized architecture reduced the need for maintenance and support across disparate systems, leading to cost efficiencies over time.
- The implementation of a robust Snowflake-based reporting layer provided scalability to accommodate future growth in data volume and complexity.

ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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