

Success Story - Athletic Apparel Retailer

The Challenge

A leading athletic fashion retailer with over 1000 locations had acquired an athletic specialty retailer, which presented a series of data challenges. For their BI practices, the acquisition was using open-source PostgreSQL as their primary database, and JSON to develop their Sales Reports. On the other hand, the retailer was using Snowflake as its enterprise data warehouse environment and MicroStrategy as its enterprise reporting platform. This project entailed migrating the entire PostgreSQL to the existing Snowflake database and converting all the JSON-based reporting into MicroStrategy. An immediate temporary solution for the executives with dashboards showcasing data from both companies was also required to avoid significant business disruptions.

Our Solution

DataFactZ worked closely with the customer to understand the company's short term and long term goals and developed a Store Portal as an interim solution that meets the reporting requirements of Leadership. In line with client's requirements, DataFactZ implemented the following for long term solution:

- Migrated PostgreSQL to Snowflake database
- Re-created several JSON based reports in MicroStrategy environment.
- A Freeform SQL report has been developed in MicroStrategy environment by using JSON code and Store procedures.
- Complex pre-calculations were developed in Store procedures to enable fast report performance.
- Implemented MSTR REST Emails API functionality to send emails to Store directions and to the portal.

Results

These Solutions, helped our client to track and measure the performance of a newly acquired company while the actual data migration process is in place. This solution also helped Hibbett to analyze existing and past deals, inventory, in-stock, profits, and losses incurred in different business units. The licensing cost has also been reduced up to 70% with MicroStrategy REST API functionality.

Retail	Cloud, Data Engineering, Devops, BI
Delivery	Onsite, Offsite, Offshore
Technologies	MicroStrategy, PostgreSQL, JSON, REST APIs, Freeform SQL, Snowflake