BizCubed
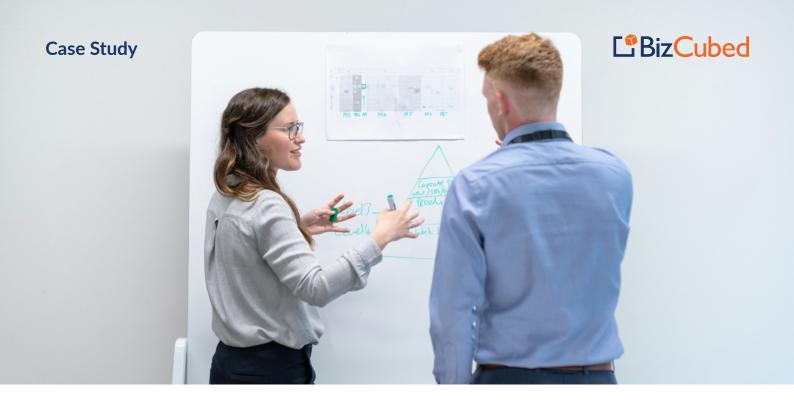
Marketing Data & Analytics Team
Data Engineering Wins

Business Challenge

This is a busy analytics team supporting Marketing and other colleagues with deep data-based understanding about clients' circumstances and activities. The team identified the need to optimise capacity, improve responsiveness, and reduce risk presented by workloads being run as standalone, manual processes.

Data Engineering Wins

Data operations improvement

Implemented code standards. Implemented Git / Version Control cadence for code development and collaboration. Improved development lifecycle for automation scripts. Improved visibility and governance overall. Incorporated the same data engineering methodology that has been embedded in the organisations proprietary contemporary platform technology.

Migrating workloads to desired future state

Migrating jobs run on local machines via manual processes to the team-approved tool Alteryx, within approved workflows and governance structure. This alleviates risk, introduces automation and consistency.

Operationalising Data Security

Ensuring data workflows and tasks are migrated away from legacy systems and processes and run by approved solutions within the governance structure reduces risk and improves data security, making it easier to do the right thing than anything else.

Productivity gain

Support and trusted thought leadership from strategic partner, BizCubed, enables efficient and consistent data management and extraction. That support and the above wins free up the team's capacity for higher-value analytics tasks and improved productivity. The team is able to help more colleagues in a timely manner, addressing new requests more responsively and working through the request backlog more quickly.

Benefits

- Increased Capacity
- More Responsive
- Focused on Higher Value Analytics
- Improved Data Security

Increased responsiveness to marketing analytics requests empowers critical client communication campaign elements such as:

- Welcome Call campaign for all brands
- Welcome Call responses (with new data acquisition logic)
- EDM campaigns for various brands
- Higher Net Worth client communications

Enabling:

- Hyper-personalised and targeted communications to the right person with the right offer at the right time.

Underpinning:

- Positive client experiences

Opportunity for further capacity gains:

- Continuing to improve the efficiency of data extraction will enable the team to focus on additional high value analytics such as churn analysis to support client retention.