

The solution was created using Power BI as front end and Azure stack as backend. TeamCity is used for CI/CD.

GLOBAL FITNESS ANALYTICS

Overview

Client Introduction

The client is a leading health & fitness club with worldwide presence having 5000+ franchised location across different continents including countries like USA, Canada, Belgium, Netherlands, Poland, Luxembourg, UK, Qatar, India, Singapore, Australia, Japan & more (50+ countries).

Project Introduction

This is Data Warehouse project for a US based big Health and Fitness club. The project provides a single view of data for business insights and analytics for the business stakeholders. This is done by improving data quality, removing duplicates working across multiple sources of data coming through multiple channels.

Requirement/Need

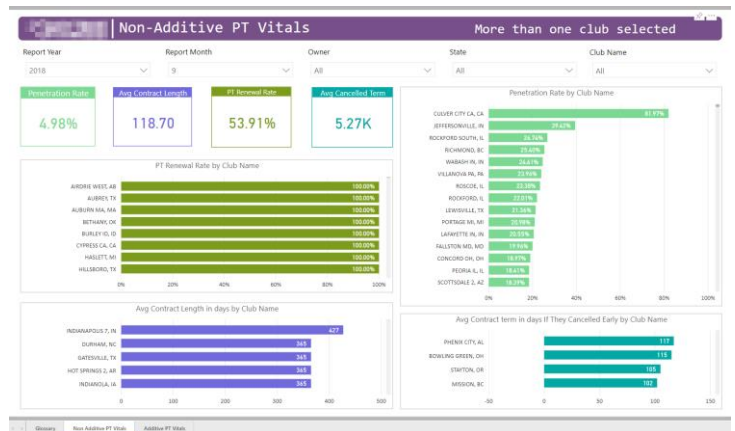
The requirement was to create a data warehouse for Contracts and Membership Contracts data. Also it was a big challenge to remove duplicate data. So the intent of this project was to leverage some of the work done towards joining multiple data sources and extend it to cover de-duplication of customers and visual reports.



Solution

Contata provided a reporting dashboard which has one common view of all data and information. This makes it easy for the client to keep track of revenue and new clients. This was achieved by removing duplicates and cleaning data to maintain 100% data integrity across various source of data coming in to the Data Warehouse system. The services provided are as follow:

- Power BI reports
- Advanced Analytics
- Infrastructure design
- Schema Design of Data warehouse
- Development of ETL pipelines
- SQL development
- Data load processes
- Maintenance and Support



Features

The created report provides the customer with different dashboards with multiple filters using which the customer can filter out data on the dashboard as per their requirements. The dashboard also provides the count for the unique records in the system and the records that have been deduped.

Benefits

Below are the benefits provided to the customer from this project:

- Real time reporting at various levels.
- BI Insights to track member journey, events and effect on business.
- Predictive models for member behavior.

Challenges

Below are the challenges faced during the completion of the project:

- Schema Design and Data De-duplication
- FRM process to upload files to Azure blob on daily basis
- Address standardization API
- Defining Business/ Governance rules

Project Duration

The duration of the project is around 1 year with a peak team size of 10 people – Development, QA and Manager

Architecture

The setup of the project in a compact way is presented below:

