

OneView Analytics Platform for a Fortune-500 FMCG Company

[Duration: 2+ Years | Team Size: 15+]



Problem Statement

With no unified view of business metrics, data remained siloed across Consumer Insights, Innovation, and CME teams. Heavy reliance on manual KPI reporting and slow, ad hoc responses from SBUs created significant operational bottlenecks.

Azure Services Used

- Azure Databricks
- Azure Data Lake
- Azure Synapse
- Azure Data Factory
- Azure Event Hubs
- Azure Logic Apps
- Azure Key Vault
- Azure IAM
- Azure Application Gateway
- Azure AD

Solution Approach

- Conceptualized OneView, onboarding 6 capabilities with data sources including Zappi, CreativeX, and Sprinklr
- Developed Creative Excellence Dashboards for monthly and quarterly performance reporting
- Built advanced analytics solutions using statistical methods to deliver smart insights
- Powered OneView with LLMs to process unstructured data at scale

Benefits Delivered

Centralized and consistent view of key business metrics across Consumer Insights, Innovation, and CME teams

Automated recurring KPI analysis, minimizing manual data processing and reporting effort

Azure-based architecture ensures flexibility and scalability for future business needs

Significantly improved speed of response to ad-hoc SBU requests, boosting overall operational efficiency

About Straive

As a data analytics and AI operationalization company, we don't just build top-tier data analytics and AI solutions—we integrate them seamlessly into your core workflows. This approach drives enhanced efficiency, improves user experience, and boosts revenue, setting you apart from the competition.

Serving a diverse range of industries—including Pharmaceutical & Life Sciences, Manufacturing & Supply Chain, Science & Research, EdTech, Banking & Financial services, Retail & CPG, GCCs, and Media & Entertainment—we have a global client base spanning over 30 countries.

Our strategically positioned resource pool operates across nine countries: the Philippines, India, the United States, Nicaragua, Vietnam, the United Kingdom, Singapore, South Africa, and Canada.