# Revolutionizing analytics workloads through cloud-native data solutions

Boosting 40% improvement in sales success for a major American dairy cooperative

This case study outlines the transformation of an organization grappling with data management challenges due to dynamic business cycles. It demonstrates how the organization moved from a traditional Hadoop platform to a cloud native Databricks and Azure data platform, resulting in improved performance, greater flexibility, and significant cost savings. This transformation led to a 40% improvement in the success rate of sales calls, a 60% reduction in infrastructure costs and enabled data-driven decision-making in the field.

## The Challenge:
## Inefficiencies in current analytics workloads handling

The organization's current Hadoop platform was unable to consistently handle the dynamic business cycles. The need to size the system for peak data velocity and volume resulted in expensive hardware lying idle for most of the year. Monolithic appliances were costly to acquire, deploy and maintain. Each resizing change required an array of resources and processes, adding to the overall complexity. Furthermore, the existing technologies were failing to meet organizational demands for streaming and edge computing, faster access to various data types and a unified data platform.

## The Objective:
## Establish a unified data platform

The objective was to overcome the limitations of the existing Hadoop platform, which included inconsistent handling of dynamic business cycles, expensive and idle hardware, and complex resizing processes. The goal was to establish a unified data platform that could meet the increasing demands for streaming and edge computing, faster access to varying data types and provide a secure and flexible access to data assets.

## The Solution:
## Cloud-native data platform with Databricks and Azure

To overcome these challenges, the organization adopted a cloud native Databricks and Azure data platform, separating storage and compute for maximum flexibility and broader access to raw data. This solution provided robust computation abilities, enabling faster query execution for heavy data consumption. The new system ensured secure access to data assets through roles and proper grants, satisfying use cases for various users. A significant part of the solution was training and enablement and the organization also established a new cloud-enabled data science sandbox.

# The Impact:
## Enhanced insights, improved sales and reduced costs

The implementation of the Databricks and Azure data platform led to a significant transformation in the organization's operations. It provided 360-degree insights into the company's profitability and sales, leading to a 40% improvement in the success rate of sales calls. Additionally, the move from traditional monolithic appliances to a cloud-native data platform resulted in a 60% reduction in infrastructure costs. More importantly, the new system enabled farmers to make data-driven decisions on the field, demonstrating the power of data in enhancing productivity and efficiency. This case study serves as an example of how adopting modern, flexible and powerful data platforms can revolutionize an organization's approach to handling dynamic business cycles.



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