

Value Creation

The purpose of this page is to list specific examples on how the data lake drives value and how it goes "beyond Transparency".

Knowing how & why the Data Lake creates value should help guide the squad in making the right decision choices & priorities on how to build the Data Lake.

Area	Value driver	Description	Ambition or Delivered?
General	Refined data accessibility	Data in the Data Lake is more easily accessible to users and applications	Delivered
	Raw data accessibility	Data in the Data Lake is easier to access direct from the source compared to e.g. logging into BW.	Delivered
	Data clarity	The Data Lake should be "more Transparent than Transparency", i.e. show how the data is derived & manipulated to allow people to investigate at the level they want	Ambition
	Self-Service Analytics	Data in the Data Lake can more easily be used for self-service reports made by power users, e.g. through Google Sheets or Looker Studio integrations	Delivered
	Enable Data Quality and Governance	By centralizing the data into a single source, the Data Lake is an enabler for future work on data quality monitoring, data ownership and governance	Ambition
FX Rates	FX Rate Enrichment	The Data Lake offers a simplified and pre-enriched set of FX rates to simplify ingestion for Transparency and on-the-fly pivoting between EUR and USD.	Ambition
Sales History	Improve data consistency	There are inconsistencies in segmentation attributes. The Data Lake should improve data quality and consistency.	Ambition
	Longer time horizon	Transparency keeps only 3 years of data for performance reasons. The Data Lake should hold data back to 2018.	Delivered
Sales Forecast		There are data gaps on segmentation attributes for the Sales Forecast. The Data Lake should do a better job at enriching the data compared to what Transparency does today.	Ambition
		Transparency only keeps the latest forecast run and it is not possible to see prior runs or check the evolution of the forecast. The Data Lake keeps the full forecast history.	Delivered
	Historicized Forecast Data	Only Melissa knows what she means by this	Ambition
	Close Cost Forecast gaps	Fill the gaps on 0 cost forecast by adding more intelligent "backstop" rules (e.g. default values, extrapolations, aggregations, etc)	Ambition
Account Managers	Consistent AM allocation	Transparency is facing inconsistencies on Account Manager allocation to different accounts, e.g. Salesforce / Dynasis / BW are giving different results. The Data Lake should offer a single version of the truth.	Ambition
Contract status		The Data Lake should make it easy to see which CPC is contracted	Ambition
Centralized CPC master data		The Data Lake should offer a central CPC Master Data source for data enrichment	Ambition
Easier SPOT integration		The Data Lake should make it easier to pull the relevant data into SPOT (no manual extract & re-import)	Ambition
FL ICM at Order line level		The Data Lake should offer profitability view down to orderline level	Ambition
Data quality on manual sources		Improve data quality on manual sources: budget file, manual corrections file	Ambition
Integrate Opp & Realized Sales		Integrate Realized Sales reporting and Opportunity Pipeline reporting to stop the manual copy / paste into Salesforce	Ambition