

INDUSTRY:



Travel & Hospitality

PLATFORM:



Hospitality company uses Snowflake to integrate IoT and weather data to improve their overall customer experience

The Background

We worked with an innovative hospitality company that has multiple locations. Each of these locations uses a number of software applications and technology systems to collect data.

They wanted to leverage the data they are collecting to increase visibility into their overall business performance and to gain a better understanding their customers' needs and wants.

Specifically, they wanted to analyze customer trends, such as: how many customers they served at each location, what services they booked most often, and how outside influences (i.e. weather conditions) impacted their business.

The Challenge

Our client had developed a basic data mart using Postgres database. However, their existing solution was insufficient at handling the large amount of IoT data they were collecting.

One of the other challenges was their existing solution did not integrate all of their data sources (i.e. IoT and external weather data).

Their key objective was to collect and integrate all of their data. To do this, they needed to modernize their cloud data infrastructure and business intelligence strategy. This is where Infostrux became involved.

The Result

Deploying our Infostrux DataFoundry Starter package, we worked with their IT and business teams to create common data definitions for the company.

We then integrated and built a foundation on Snowflake with the focus of having a secure data architecture on top of AWS.

This enabled our client to pull their data from the CRM and POS systems and join it together in one place so that it easily accessible.

We also provided a data model that enables them to connect Power BI to do data analysis.

Lastly, we established a data roadmap and are continuing to provide ongoing support through our Infostrux Managed Services.

Enriching data with Snowflake Marketplace Datasources

To enrich the data even further, we used free weather information from Snowflake Marketplace Datasources.

This provides access to live, third-party, ready-to-query data that they can use to do further analysis, such as how the business performs in relation to different weather conditions.

For example, how many people book a service on a rainy day vs a sunny day. Gaining this visibility can help them better predict staffing, inventory, expansions, etc.

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Key benefits

- Modernize their cloud data infrastructure and business intelligence strategy
- Create common data definitions for the company
- Acquire new decision-making capabilities based on KPIs
- Integrate and build a Snowflake foundation with the focus of having a secure data architecture on top of AWS
- Integrate data from IoT and external weather forecasts and analyze trends