

Looker Model is built for **financial** division of a client.

The adoption of self-service analytics model significantly decreased the time required to develop new reports.



Introduction

This client was a leading real estate data analytics company. Their centralized refunds business had requirements for daily dynamic reports and needed a solution to help business users retrieve data with dimensions and measures using standardized definitions.

Business Challenge

- ✦ Ad-hoc report requests had to be developed manually by writing SQL queries.
- ✦ The wait time to get the report was longer than desired.
- ✦ Data discrepancies for the same report, based on which analysts wrote the query.
- ✦ Reports were executed directly on transaction database.

Technology Stack



Solution and Highlights:

- Centralized data in BigQuery which provides a single view of the business.
- Looker's modeling layer, LookML serves as a data model to ensure consistent data definitions across users.
- Popular KPIs and measures are predefined to provide a single version of truth.
- Users have capability to add new measures that can be made public (with Governance)
- Business names are used for dimensions in place of cryptic column names.



● Benefits and Results

Customer now has the following advantages.

- The Looker model is designed with business-friendly dimensions and measures, allowing users to effortlessly align their requirements with the corresponding dimensions and measures within the model. This enables users to intuitively build dashboards and reports by simply dragging and dropping the desired objects.
- Looker's consistent, governed metrics provide self-service access to trusted data to create their own reports without waiting for IT to develop reports.
- Reduced the load on transaction database resulting in improved performance and cost savings.

● Conclusion

By implementing a centralized Google BigQuery (GBQ) data warehouse and self-service Looker reports, the customer experiences benefits such as eliminating the need to rely on IT for report generation, increase in user adoption of data analytics, employee productivity, and make informed decisions.

