



**ANALYTIC  
VIZION**

## Bridging the Gap Between Business and Data Teams for Strategic Decision-Making

By unifying fragmented ERP data, aligning business metrics, and fostering cross-team collaboration, our client transformed its reporting process, enabling faster, more reliable decision-making and a scalable, insights-driven data culture.

“ If you can get the right people in the room, ask the right questions, and understand their dream state, you can help them find answers to their pain points a lot faster. Your iteration time will be quicker too. ”

**ANNA FOARD**  
Analytic Vizion

### THE CHALLENGE

A large enterprise operating with multiple ERP systems faced significant challenges in integrating its data for effective decision-making. Each business unit—sales, finance, HR, and operations—relied on its own unique data structures and hierarchies, making it difficult to generate consistent, actionable insights.

Key issues included:

- **Fragmented Data Sources:** Data flowed from multiple ERP systems into Snowflake, but inconsistencies in granularity and structure made reporting unreliable.
- **Conflicting Business Metrics:** Different departments interpreted the same data in unique ways, leading to misalignment in decision-making.
- **Lack of Context in Reports:** Early reporting efforts lacked business input, rendering them ineffective and underutilized.
- **Siloed Decision-Making:** Business leaders struggled to conduct meaningful monthly reviews due to inconsistent reporting structures across business units.

Without a unified approach, leaders lacked visibility into essential metrics such as revenue performance, cost management, and regional trends. The client needed a solution that would not only integrate its data but also align.

### TOOLS & TECHNOLOGY



### OUR APPROACH

**Cross-Team Collaboration** Unified data engineers, architects, and business leaders to create a consistent data model and reporting hierarchy.

**Stakeholder Alignment** Focused on commonalities across departments to establish shared metrics and decision-making processes.

**Business-Driven Reports** Shifted to interactive dashboards with agreed-upon data interpretations for finance, accounting, and operations.

**Efficient Iteration** Prioritized high-impact reports, using whiteboarding and Tableau prototypes for real-time user feedback.

### THE RESULTS

The result was a unified, stakeholder-approved data model that empowered cross-functional teams to make faster, more aligned decisions. By bringing all perspectives into a single room and emphasizing empathetic listening, Analytic Vizion helped foster trust and long-term partnership between business and technical teams.

As a result:

- Business leaders could conduct accurate, apples-to-apples monthly business reviews using standardized metrics and aligned hierarchies.
- Plant managers gained visibility into critical production inputs—including inventory, staffing, and materials—enabling better demand forecasting and daily operational planning.
- Report iteration time decreased significantly thanks to early-stage alignment and shared prioritization.
- Team morale improved across the board, as both stakeholders and data engineers felt heard, supported, and valued.