



**ANALYTIC  
VIZION**

# Simplifying Complex Workflows: Migrating from Alteryx to dbt

Analytic Vizion modernized the data infrastructure by migrating from Alteryx to dbt, boosting agility, cutting resolution time from days to hours, and enabling real-time decisions during peak demand.

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*What would've taken a day or two to fix was solved in under two hours—because of the system we helped them build.*

**JASON BUCKLEY**  
Analytic Vizion

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## THE CHALLENGE

A fast-paced, event-driven organization depended on a short, high-impact window to generate the majority of its annual revenue. Success during this critical period hinged on having accurate, up-to-date analytics to support rapid decision-making. However, the existing data infrastructure introduced friction and uncertainty:

- **Inefficient Workflows:** Legacy transformation tools required significant effort to maintain and troubleshoot, often slowing down response times.
- **Delayed Issue Resolution:** Pipeline errors or bugs could take 24–48 hours to fix and validate—risking disruptions during high-stakes operations.
- **Limited Real-Time Insight:** Gaps in visibility hindered proactive management of performance, inventory, and environmental variables.
- **Operational Risk:** Without dependable, timely data, the organization faced the risk of missed revenue opportunities and diminished responsiveness.

The organization needed a modern, agile data infrastructure capable of delivering timely, trusted insights while reducing the overhead of maintenance and support.

## TOOLS & TECHNOLOGY



## OUR APPROACH

### Discovery & Assessment

Conducted a comprehensive review of existing data pipelines to identify critical workflows and pain points.

### Targeted Migration

Replaced legacy transformation processes with streamlined, maintainable models using dbt (data build tool) within a Snowflake environment.

### Logic Optimization

Refactored workflows to simplify logic, improve transparency, and reduce technical debt—while preserving key business rules.

### Training & Enablement

Delivered hands-on training to internal teams, empowering them to own, extend, and troubleshoot the new solution with confidence.

## THE RESULTS

**90%+ Reduction in Issue Resolution Time:** Data problems that previously took one to two days to fix were resolved in under two hours.

**Real-Time Business Agility:** Teams were able to monitor, simulate, and respond to conditions in near real-time, enabling more confident decision-making during critical operations.

**Increased Reliability:** When questions arose during peak periods, the data team could quickly validate the integrity of their systems—building executive trust.

**Under Budget, Over Delivered:** The project was completed ahead of schedule and under budget, allowing for additional enhancements within the same engagement.

**Ongoing Value:** The successful outcome led to follow-on work and positioned the internal team for long-term success through training and ownership.