



Simulating a Flagship Event: Future-Dated Testing That Eliminated Event-Day Surprises

A premier events organization implemented future-dated simulations in its analytics platform, enabling proactive testing, catching critical defects early, and giving leadership confidence that their data would hold up during the highest-stakes week of the year.

“Working with Analytic Vizion completely changed how we approached event readiness: for the first time, we could run future-dated simulations, catch critical issues early, and walk into their biggest week of the year knowing the analytics platform was truly ready.”

**Director of Data Analytics,
Premier Member Sports Enterprise**



THE CHALLENGE

A prestigious organization hosting a high-profile annual flagship event relied on analytics to power critical dashboards and executive reporting during the most important week of the year.

However, their testing approach was fundamentally limited: they could only replay prior-year data with historical dates, forcing analysts and stakeholders to mentally translate old timelines into current-year context.

Key Pain Points:

- **No ability to test with future dates** before the live event
- **Date-dependent logic often failed** once the calendar rolled to the current year
- **Issues discovered in real time during the event**, in front of leadership
- **High risk of visible dashboard failures** during the highest-stakes week
- **Analytics team in constant reactive mode** instead of proactive validation

What Was at Risk:

Continued dashboard and report failures during the flagship event, eroding trust in the analytics platform and forcing the data team into firefighting mode when calm, reliable insight was needed most.

OUR APPROACH

Analytic Vizion partnered with the client's Director of Data Analytics in a focused data engineering engagement to enable realistic, future-dated simulations using their existing Snowflake and dbt Cloud stack.

What We Did:

- Designed custom dbt macros to shift historical event data into future dates
- Created dedicated dbt jobs for simulations, separate from production pipelines
- Collaborated closely to validate simulated data across dashboards and reports
- Aligned solution with existing workflows—no process overhaul required
- Facilitated training so the team could run simulations independently

TOOLS & TECHNOLOGY

Built on the client's existing data stack using Snowflake and dbt Cloud as the transformation engine to create safe, future-dated simulations without changing production workflows.



THE RESULTS

- First-ever future-dated simulation successfully executed before the flagship event
- One critical defect identified (duplicate event-day sequence in timeline calendar) and fixed before impacting live dashboards
- Zero changes required to existing simulation workflow for adoption
- Shifted testing posture from reactive (finding issues during the event) to proactive (finding and fixing issues weeks in advance)
- Increased confidence in platform readiness—knowing, not hoping, the analytics would perform when it mattered most