

Reporting Interface Layer and Data-Mart Audit

Client Large national company
Role Business Analyst
Period 2016-10 — 2018-10

CONTEXT

The interface layer and data marts that made operational data usable had drifted: misalignment with business needs, performance issues, and unclear ownership were turning reporting into a bottleneck. Each new report or change request was getting more expensive while business units worked from conflicting data definitions.

APPROACH

Treated the work as a boundary-and-ownership problem rather than a series of tactical fixes. Audited system boundaries, data flows, and the mapping between business questions and data products; defined data-quality standards and a target analytical schema; delivered actionable documentation engineering teams could build from, not just observations.

OUTCOME

Re-established a coherent model of Large national company's analytical data marts — what data products exist, who owns them, how they are consumed — giving analytics teams reliable, structured access in place of slow, error-prone reporting.

- Documentation package and target schema (EDW_SDP) delivered as the primary deliverable, refined across multiple iterations.
- Data-quality standards and source-to-target lineage established before schema build, preventing expensive late-stage fixes.
- Stakeholder definitions aligned across marketing, sales, finance, and IT, reducing future conflict over shared data.

KEY RESULT

Re-established data-product boundaries and ownership across Large national company's analytics layer, delivering a target schema and documentation package that made every subsequent report and change request faster and lower-risk.