

# Enterprise Data-Lake Presale and Solution Defence

Client Major national oil company  
Role Business Analyst  
Period 2016-11 — 2018-11

---

## CONTEXT

The client needed to work with large, heterogeneous datasets across fuel supply, sales, and related products; existing approaches struggled with scale and variety, limiting insight and new-profit identification. Large data initiatives fail when they promise universal value without prioritisation — under competitive tender scrutiny, the proposal had to set honest expectations on governance, data onboarding effort, and time-to-value.

## APPROACH

Framed the "data lake" as a coherent business capability, not a technology trend: structured the solution around sources, ingestion patterns, storage and processing responsibilities, and consumption paths, with explicit governance and a staged value model. Acknowledged constraints up front and showed value emerging in stages rather than all at once.

## OUTCOME

Won a competitive tender to implement an enterprise data lake for a major national oil & gas company by translating broad data ambitions into a defensible architecture and a credible, staged delivery path.

- Won the competitive tender, positioning the firm for the implementation contract.
- Delivered customer requirements analysis, a defensible architecture, a governance framework, and a functional demo that proved capability over documentation.
- Established clear specifications that de-risked the subsequent implementation phase.

## KEY RESULT

Won a competitive enterprise data-lake tender for a major national oil & gas company by reframing the platform as a governed, staged capability and proving it with a functional demo and a defensible architecture.