

Enterprise Lakehouse Transformation

Business Problem



- Data fragmented across 120+ systems causing slow, stale insights
- 1.5 petabytes of high-risk PII data lacking proper governance
- Manual controls and weak data quality eroding compliance (DPDP/PII) confidence and slowing regulatory reporting
- Reduced trust in data due to quality issues and inconsistent definitions

Solution



- Designed and built a new Enterprise Data Platform using a modern Lakehouse design, for faster access and decision making
- Connected 120+ data systems - finance, marketing, risk, digital and external data sources - to ensure data completeness and accuracy
- Standardized data layers with medallion architecture (Bronze - Silver - Gold) aligned to raw, cleansed and business-ready datasets
- Implemented comprehensive governance, lineage tracking, and automated monitoring controls
- Established secure datamarts with DevOps pipelines, higher data quality and PII protection aligned to DPDP
- Created a unified Customer 360 view by integrating data from digital channels, transactions and CRM systems

Value Delivered



- ✓ **Achieved 98% faster insights** — from 30 hours to less than 45 minutes - across 1,200+ dashboards and reports
- ✓ **Strengthened compliance** posture through automated governance and audit capabilities
- ✓ Customer 360 resulted in **7% uplift in cross-sell and upsell**
- ✓ Reduced operational costs while **completing transformation in 15 months**
- ✓ Instilled **higher confidence in data** through governed data and consistent definitions
- ✓ **Achieved 50% faster** data-driven credit assessments

98%
faster insight delivery

1200+
dashboards built and supported

7%
improvement in cross sell and upsell

50%
faster credit assessments