

## UK Media Organisation Case Study

### SAS ANALYTICS DATA WAREHOUSE FOR CUSTOMER CHURN

#### The Challenge

The customer had an existing data warehouse with reporting marts in place, to report on their customer churn. Live operational data sources were being extracted for real time reporting, incorporating numerous complex business rules and data cleansing controls. However, the warehouse needed restructuring and streamlining, to make it more user-friendly and efficient. Time was of the essence to ensure that the migration was completed within the business-critical deadline.

#### The Solution

A multi-tiered development, test and production environment was configured and utilised for the restructured data warehouse. Special care had to be given to ensure consistency of the data marts. SAS Programs were migrated to re-point the marts at the optimised version of the data warehouse within business-critical time constraints. The technologies used were Enterprise Business Intelligence Server and SAS Data Integration Server.

#### The Results

The customer now has a robust and future proof data warehouse and reporting marts, to enable more efficient production of their customer churn reports.

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