

CASE STUDY

Creating a Consistent Data Foundation Across the Business

AT A GLANCE

Industry

Entertainment, Media, & Broadcasting

Capability

Data Engineering & Platform Architecture

Solution

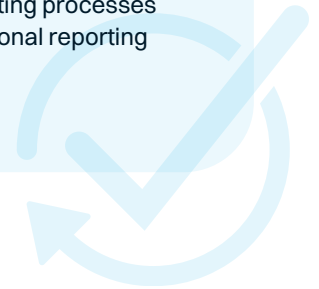
Centralised data platform and shared enterprise data models

The Challenge

Improve consistency and reliability across disconnected reporting and analytics environments.

The Outcome

- Established shared business logic and standardised data models
- Reduced duplication across teams and reporting processes
- Improved confidence in analytics and operational reporting



BACKGROUND

This major entertainment company operates across numerous business units, each had independently developed their own reporting models and data approaches over time. With no shared platform or agreed business logic, teams worked in isolation — building parallel versions of the same logic and producing metrics that were difficult to maintain, compare or trust.

THE CHALLENGE

The organisation needed a more consistent way to structure and manage data across the business. Without a shared platform and agreed data models, reporting outcomes varied between teams, analytics work was repeatedly duplicated, and scaling future AI or advanced analytics initiatives would become increasingly difficult.

WHAT KJR DELIVERED

OUR ROLE:

KJR established and led the data transformation capability, building a shared platform and structured modelling approach that gave teams a more reliable and consistent view of operational data.

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WHAT KJR DELIVERED

KEY CONTRIBUTIONS:

- Designed and implemented a centralised BigQuery data transformation platform with a complete CI/CD pipeline
- Designed and implemented a generalised, configuration-driven modelling methodology to standardise all data model build process
- Implemented a data-driven quality framework embedded directly into modelling workflows
- Designed and implemented bespoke job orchestration, monitoring, and alerting infrastructure to support reliable platform operations (this includes integration with Microsoft Teams, Email Notifications and Data Studio Dashboards)
- Supported partner teams through hands-on delivery guidance and targeted capability uplift and technical training

HOW WE DID IT

01

Discover & Assess

- Reviewed existing reporting approaches and team workflows
- Identifying limitations of legacy data system
- Designing a platform with focus on extensibility and transparency

02

Assure & Validate

- Standardise data modelling and quality practices
- Integrate quality practice directly into modelling workflows
- Partnering with internal teams and subject matter experts inside the organisation to ensure business ownership of the data model

03

Release with Confidence

- Adopting robust devops methodologies throughout delivery
- Built platform that is transparent, accessible, secure and extensible
- Reduce operational complexity and maintenance burden through CI/CD, automation and AI

IMPACT & BUSINESS OUTCOMES

- ✓ **Improved** consistency of reporting and analytics outputs across teams
- ✓ **Reduced** duplicated effort in data preparation and modelling
- ✓ **Faster** turnaround for operational reporting and analysis
- ✓ **Increased** confidence in decision-making data
- ✓ **Established** a clearer foundation for future analytics and AI initiatives



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WHY KJR

- Ability to simplify complex data environments without over-engineering
- Strong mix of engineering, delivery, and operational assurance capability
- Focus on usable data outcomes rather than architecture for its own sake

TECHNOLOGY VALIDATED

The following technologies were validated as part of the engagement:

Google Cloud Platform:

- BigQuery
- Data Studio (dashboards)
- Cloud Run Functions

Terraform (CI/CD)

