Customer Data Quality

BIP xTech has leveraged its expertise on GCP to assist Fendi at all stages of this key project, from solution and architecture design, through system implementation and integration, to deployment in production of a scalable and resilient solution.

The challenge

Due to the large volume and heterogeneous nature of the data ingested, ensuring data quality is the cornerstone for a unified view of the customer. Despite this, ensuring data integrity proves to be a challenging and expensive task, as it implies data validation, profiling, cleaning and de-duplication. The process is often outsourced, leading to low accuracy, quality and speed.

The solution

A set of ETL pipelines has been designed and deployed to solve data issues (i.e de-duplication and standardization) and improve overall customer data quality. The first logical step is to profile and standardize free-text customer data (phone numbers, emails, addresses). The second one is to run de-duplication algorithms in order to achieve a unified and accurate view of the customer.

The results

Fendi and BIP xTech collaboration led to the deployment of an accurate and scalable data pipeline that significantly reduced duplicate customer data by 50% and cut manual tasks by 45%. The new system translated into a 90% monetary cost saving when compared to the previous one.

> " The project has been pivotal in automating expensive manual tasks, leading to significant benefits in terms of execution times, accuracy, and monetary costs for a wide array of data quality processes. The collaboration between BIP xTech and Fendi paved the way to generate a more solid view of the customer, improving strategy and business decisions on multiple levels. "
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> Pasquale Marino, Information Systems & Technology Engineer

FENDI
ROMA

About Fendi

Founded in Rome in 1925, Fendi is one of the absolute major Italian luxury fashion houses producing fur, ready-to-wear, leather goods, shoes, fragrances, eyewear, timepieces and accessories.

Industry: Retail & Wholesale

Primary project location: Italy

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About Business Integration Partners S.p.A.

At BIP xTech we use exponential technologies to power end to end digital solutions and support data driven transformations.

Google Cloud Partner

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