All Right Improve Their Marketing Data Quality with Masthead Data

Masthead Data provided All Right with a system that helped to identify data irregularities in Google BigQuery as soon as they occurred and to prevent data errors before they ended up in stakeholders' dashboards.

The challenge

All Right's marketing team was struggling with recurring data inconsistencies on their Marketing Performance dashboard. All Right's data team, for their part, could not know immediately what exactly went wrong. Moreover, the data team didn't have a tool to track table dependencies once an anomaly happened, and often overlooked the incremental downstream impacts of the anomaly.

The solution

All Right uses Masthead Data to monitor their data health across all data tables in real-time. Masthead Data runs in All Right's Google Cloud project using Compute Engine. It uses Pub/Sub to process Google Cloud Audit logs to evaluate the health of data in Google BigQuery. Masthead Data runs its Core services in a Google Kubernetes Engine cluster and stores data on Cloud SQL Postgres instance.

The results

Masthead Data analyzes freshness, volume, and schema changes for every data table in Google BigQuery to catch errors and map them on the lineage graph. Masthead Data spotted the abnormal growth in data volume in All Right's ad costs table and immediately notified the data team. This helped All Right fix the business-critical Marketing Performance dashboard and prevent costly marketing decisions.

> **"** Having Masthead Data in place reduces the root cause analysis of any schema changes and any upstream changes tenfold for our data analytics team. Masthead column-level lineage helped us better understand our table dependencies in Google BigQuery and enhance collaboration inside the data team and beyond it when it comes to data activation. **"**
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> Oksana Sheidaieva, Head of analytics, All Right

About All Right

All Right is a platform for English language learning, designed for children four years or older, which combines live lessons with teachers and homework with AI-powered "tutors". All Right's mission is to help kids all around the world to learn and practice speaking English.
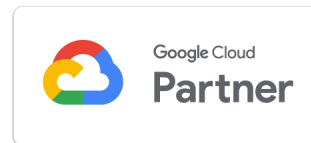
Industry: Education

Primary project location: Poland

About Masthead Data Ltd.

Masthead Data is a data reliability platform that catches data anomalies in real time, before they cause harmful downstream effects.

Products

Google Cloud Platform