Yalo Elevated Masthed to optimize Google BigQuery cost by 30%

Masthead is a solution designed to empower data teams to enhance visibility and control over their data platforms. It provides real-time insights into data anomalies, pipeline failures, and the costs of processes operating in a custom data platform.

The challenge

By mid 2023 Yalo's Google BigQuery costs had spiked by nearly three-quarters. While the increase in consumption was anticipated due to the onboarding of new clients and the utilization of more BigQuery capabilities, the Yalo team still wanted to ensure that every dollar invested in the data platform was efficient and driving the business.

The solution

Masthead seamlessly monitors client data platforms via cloud-native logs, empowering teams to instantly detect anomalies, pipeline errors, or cost surges in Google BigQuery. It offers real-time anomaly detection and process observation without accessing client data or adding infrastructure costs. The partnership with BigQuery provides Yalo with strategic insights to enhance their data platform.

The result

Masthead instantly provided visibility into all pipelines in Yalo's data platform, covering the number of active pipelines, their frequency, and their cost. This level of granularity enabled the Yalo data team to spot and remove orphaned pipelines, optimize others for efficiency, and adjust the cadence of pipeline updates. This effort reduced the BigQuery bill by 30% in 30 days.

> " Working with Masthead enabled us to optimize frequency, improve code efficiency, and deprecate orphan pipelines. As a result, the Yalo team was able to cut their GBQ costs by 30% within a month of starting the project. "
>
> Clarisa Castelloni, Analytics Engineering Manager at Yalo

About Yalo

Yalo is a conversational commerce software company that allows businesses to connect with their customers and enhance their outreach and sales strategies through personalized conversation flows in messaging apps. Yalo's no-code solution enables businesses to reach out to potential customers, build relationships, and close sales at scale.
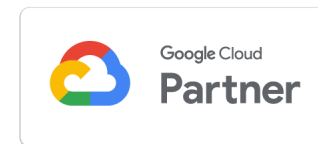
Vertical/horizontal solution: Software & Internet

Primary project location: United States

About Masthead Data Ltd.

Masthead empowers data teams to enhance the reliability and efficiency of their data platforms by analyzing only cloud-native logs and metadata

Products

Google Cloud Platform