

# Success Stories

**US Perfume and Fragrances**  
manufacturer and distributor

## Challenge

Client was challenged to define a holistic and scalable data strategy, including the set-up of a data lake, governance processes, and prioritization of use cases to impact business results.

## Solution

Dhauz helped client define a scalable data strategy and data architecture using Databricks. Setup and evolution of a data lake including data sources and Governance definition, data ingestion, cleansing and data transformation (ETL).

1

### DATA STRATEGY

Defined and validated a data strategy for the company and operating principles

2

### DATA LAKE

Defined and implemented a data architecture using Databricks as a central component

3

### USE CASE PRIORITIZATION

Helped client prioritize advanced analytics and ML algorithms to answer business challenges

## Results

- Scalable and optimized data architecture
- Integration with BI tools for data democratization
- Enhanced operational and financial performance visibility (ongoing now):
  - Performance monitoring at the boutique level
  - Cannibalization analysis
  - AI for revenue/demand forecasting by retailer/door/product
  - Launches sales estimation

