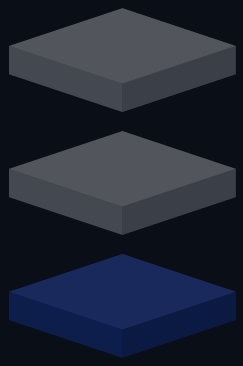
Ariavor



Fragmented customer data, moved to one warehouse that watches churn

An internet company whose customer data was spread across business units. It now sits in one Snowflake warehouse, with dashboards that monitor usage and churn.

SECTOR
Internet and IT

PERIOD
9 months

COMPANY
250—500 people

ATTRITION
20% lower

OCTOBER 2026

AT A GLANCE

Data in pieces, replaced by one central warehouse

Customer data sat separately in each business unit, so nobody saw how customers used the product as a whole. We moved it into one Snowflake warehouse and built dashboards that show churn as it develops.

20%
lower customer attrition

1
central warehouse

9
months of engagement

Anonymised by sector and size, because the confidentiality that protects this client would protect you too. Sector and outcomes are real; identifying detail is not. The attrition figure is as recorded at the end of the engagement.

CLIENT

An internet company of 250 to 500 people with several business units.

MANDATE

Migrate fragmented client data into one cloud warehouse as the central reporting environment, and build the usage and churn reporting on it.

Before and after

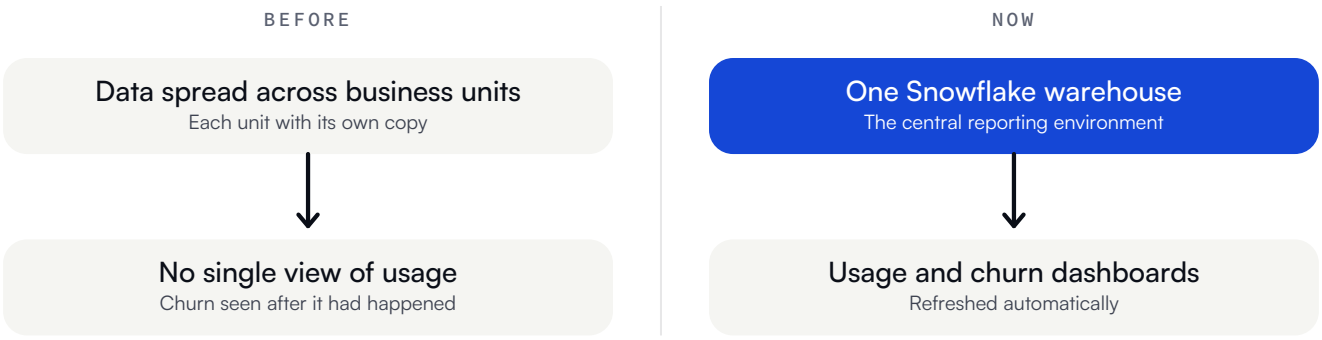


Figure 1 · From customer data held separately in each business unit to one warehouse the reporting reads.

The architecture

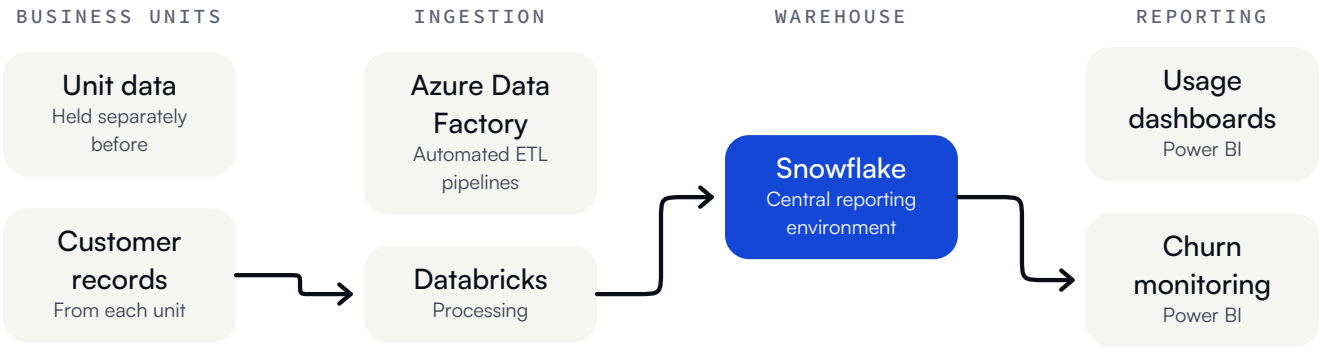


Figure 2 • Data from each business unit loads through automated pipelines into one Snowflake warehouse, which the usage and churn dashboards read.

Architecture decisions

DECISION	REJECTED ALTERNATIVE	WHY
One cloud warehouse	Reporting per business unit	Customer behaviour can only be read across the whole business from one place.
Automated ETL pipelines	Exports gathered by hand	Loading every unit the same way keeps the warehouse current.
Churn as a monitored measure	Churn counted after the fact	A dashboard that shows it as it develops gives time to act.

From usage to action

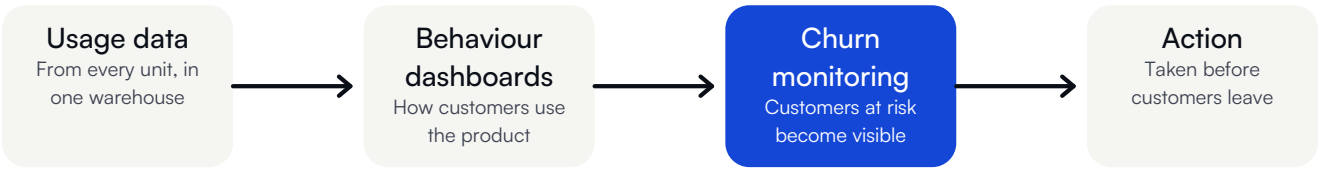


Figure 3 • Churn monitoring turned usage data into a signal the business could act on, which contributed to 20% lower attrition.

What the client has today

- ✓ One Snowflake warehouse as the central reporting environment, in place of data held per business unit.
- ✓ Automated ETL pipelines loading data from every business unit.
- ✓ Automated Power BI dashboards for customer usage and behaviour.

WHERE IT LEFT THEM

Customer behaviour is read from one warehouse, and churn is watched as it develops rather than counted afterwards.

STACK

Snowflake | Databricks | Azure Data Factory | Power BI | SQL

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