DQLABS

A Global Consumer Goods Leader Transformed Business Growth with Data Quality and AI Innovation

A leading global consumer goods company with a strong international footprint, this organization specializes in oral care, personal care, home care, and pet nutrition products, serving millions of households worldwide. While best known for its iconic oral care brands—such as toothpastes, toothbrushes, and mouthwashes—the company also offers a wide portfolio of products including soaps, shampoos, deodorants, and veterinary nutrition. It is widely recognized for its focus on innovation, sustainability, and social impact, continually evolving to meet the needs of modern consumers.

Customer Success Story

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Customer Success Story

How the Company Leverages Data for its Business Operations

This global consumer goods leader strategically harnesses data and analytics across multiple business functions to drive innovation, efficiency, and consumer-centric growth:

- Uses data and analytics to drive business growth, create new products, and better serve consumers.
- Synthesizes data from multiple sources to identify consumer needs and anticipate trends that guide product development.
- Utilizes digital twins—virtual replicas of physical products—to simulate and test new product concepts in a risk-free environment.
- Employs a proprietary graph network approach to analyze consumer search patterns on platforms like Google, Baidu, and Reddit.
- Applies data to answer key business questions in Revenue Growth Management (RGM), including pricing, promotion, and assortment, as well as in Marketing, Media Effectiveness, and Digital Commerce.
- Integrates generative AI into simulations to analyze consumer preferences and regional trends, helping fine-tune product development.
- Builds a digitally driven supply chain to enhance operational efficiency and responsiveness.

Challenges

As the company accelerated its digital transformation and data-driven initiatives across product innovation, supply chain, and consumer engagement, several data quality challenges emerged:

- **Inconsistent Consumer Data Across Regions**: With data flowing in from diverse global markets and platforms like Google, Baidu, and Reddit, inconsistencies in format and taxonomy posed a challenge to building a unified and accurate view of consumer behavior.
- **Pipeline Blind Spots and Lack of Proactive Monitoring**: The company struggled with visibility into dbt and Airflow pipelines. Failures in scheduled jobs or prematurely terminated runs often went undetected, delaying root cause diagnosis and impacting the reliability of downstream analytics.
- **Siloed and Fragmented Quality Metrics**: Data quality scores were scattered across domains and individual assets in Atlan, making it hard to assess the overall health of critical Data Products like “Customer 360.” This limited confidence and slowed decision-making for business users.
- **Latency in Real-Time Supply Chain Data**: As the organization built a digitally connected supply chain, delays in data synchronization across systems impacted inventory accuracy, responsiveness, and overall operational efficiency.
- **Model Drift in AI-Powered Digital Twin Simulations**: Digital twins and generative AI models required fresh and accurate input data. Shifts in consumer behavior without corresponding model updates reduced the accuracy and relevance of simulated insights.
- **Duplicate and Redundant Records**: The integration of multiple consumer touchpoints (e-commerce, surveys, CRM, etc.) increased the risk of duplicate entries, which distorted insights, affected personalization efforts, and misled decision-making.
- **Incomplete or Missing Data in Revenue Growth Management (RGM)**: Effective pricing, promotions, and assortment strategies depended on complete and accurate data. Missing or outdated data in RGM resulted in suboptimal revenue decisions.

Solution

The company partnered with DQLabs to modernize its data quality and observability capabilities, with a focus on scalability, automation, and collaboration:

User-Friendly Interface for Rapid Adoption

DQLabs' intuitive, no-code interface allowed business and data teams to onboard quickly without deep technical expertise. This ease of use accelerated rollout across multiple domains and regions, improving adoption and time-to-value.

dbt and Airflow Integration

DQLabs integrated seamlessly with dbt Core and Airflow, capturing task-level and DAG-level metadata. It parsed run results, detected failures or delays, and triggered proactive alerts tailored to model owners or responsible teams.

Atlan Integration for Product-Level Metrics

DQLabs expanded its Atlan connector to surface quality scores at the Data Product level (e.g., "Customer 360," "Supply Chain Orders"), enabling end-to-end visibility and alignment across business and platform teams.

In-Platform Salesforce Monitoring

The platform enabled in-place data quality checks on Salesforce data, monitoring SLAs, freshness, and transformation workflows without requiring data extraction—ensuring trust at the source.

Automated Semantic Discovery for Contextual Understanding

DQLabs automatically inferred business context and relationships from the company's datasets using built-in semantic discovery. This eliminated manual tagging efforts, enriched metadata, and enabled smarter quality checks aligned to real-world use cases like Revenue Growth Management (RGM) and Customer 360.

Streamlined Issue Resolution

Using DQLabs' intelligent alerting system, notifications were routed based on alert type, user role, and domain—reducing noise, improving accountability, and ensuring faster resolution.

Custom SQL Rule Configuration

DQLabs collaborated with domain stakeholders to define business rules for CDEs, converted them into SQL-based checks, and configured automated monitoring—delivering a tailored and scalable data quality framework.

Results and Impact

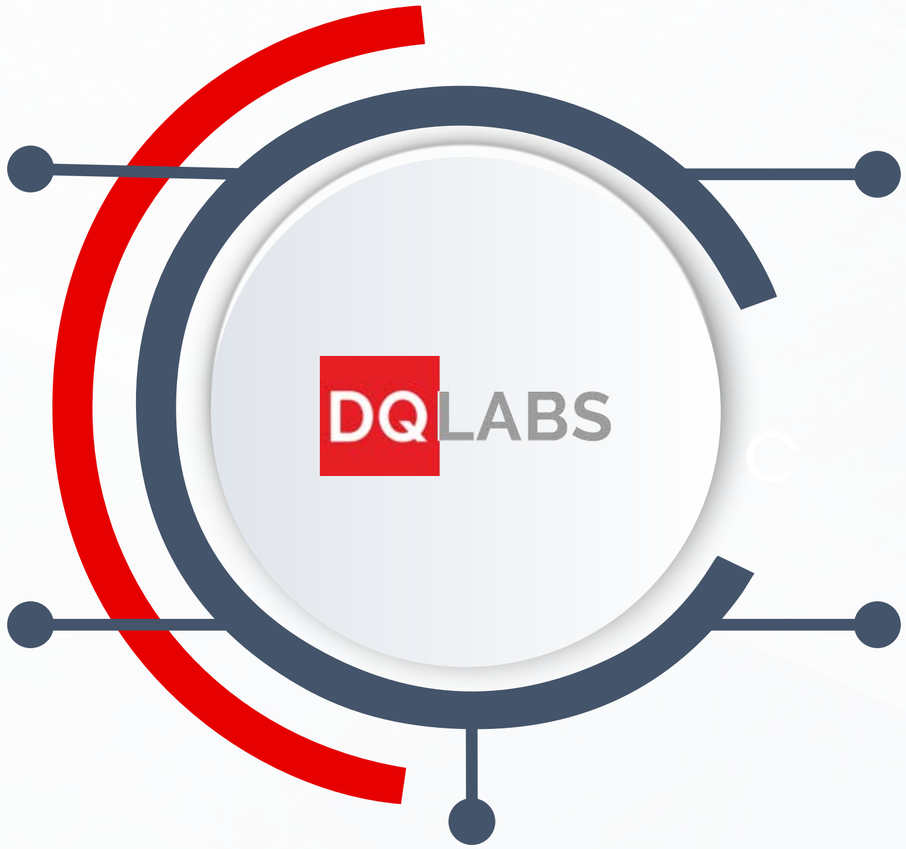
By addressing key data quality challenges, the company unlocked tangible business value across operations, from faster innovation to improved supply chain efficiency:

Faster Innovation with Trusted Data

Clean, reliable data integrated into digital twin and generative AI simulations enabled product teams to accelerate the testing and launch of new concepts by 30%, ensuring greater alignment with emerging consumer preferences.

Better Forecasting, Fewer Stockouts

Real-time monitoring of Salesforce data improved demand forecast accuracy by 25%, which directly reduced stockouts and increased on-shelf availability during key sales periods.



Smarter Revenue Growth Decisions

Enhanced data completeness and accuracy in Revenue Growth Management (RGM) resulted in a 10–15% increase in the effectiveness of pricing and promotional strategies, empowering teams to make more confident decisions regarding assortment and campaign planning.

More Efficient Supply Chain Operations

Proactive alerts and improved pipeline observability led to a 60% reduction in incident response times, minimizing operational disruptions and streamlining global inventory management.

Improved Collaboration and Governance

Intelligent alert routing and standardized data quality rules reduced issue triage times by 40%, fostering stronger alignment between business and data teams on shared data trust objectives.

About DQLabs

DQLabs is an Agentic AI Data Observability & Data Quality Platform that enables organizations to observe, measure, discover, and remediate the data that matters. With an automation-first approach and self-learning capabilities, the DQLabs platform harnesses the combined power of Data Observability, Data Quality, and Data Discovery to enable data producers, consumers, and leaders to turn data into action faster, easier, and more collaboratively.

Book a Demo

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