TresVista

Catalyzing Your Impact

TresVista Data Intelligence Group (DIG)
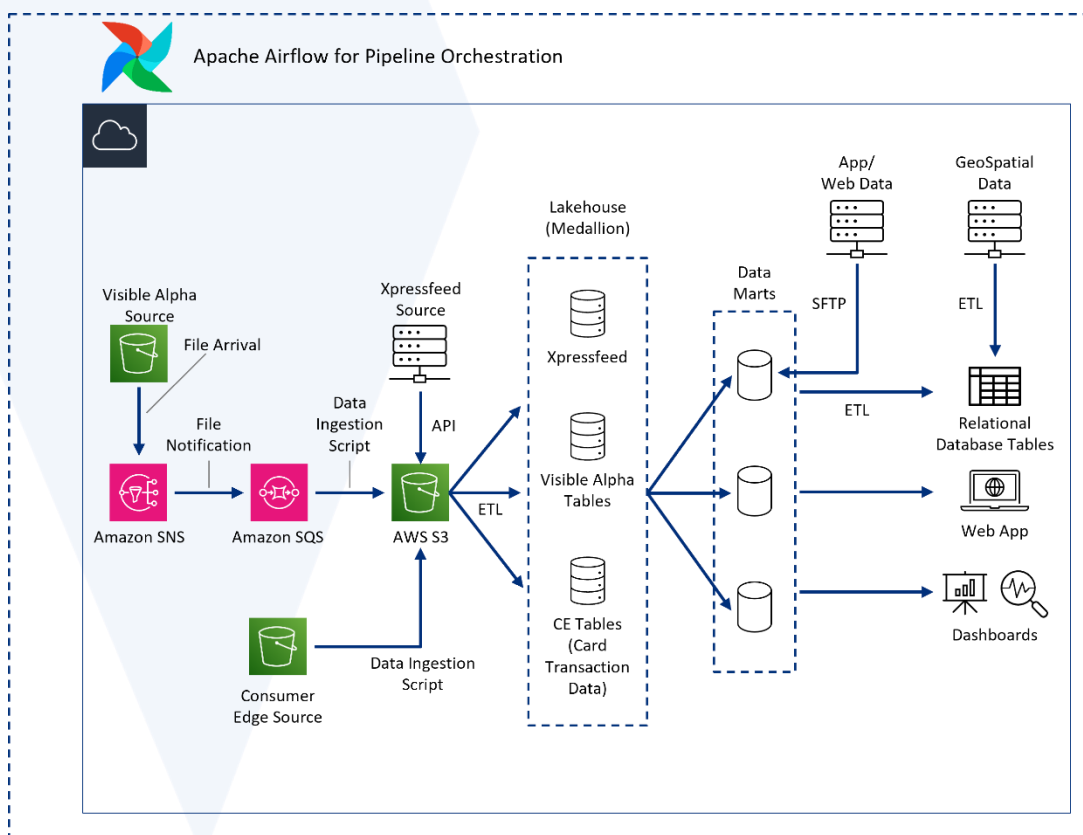
Alternate Data

March 2024

Data Engineering

Alternative Datasets can be leveraged to enrich the downstream analytics pipelines

Using Alternate Datasets to Enrich Databases

- Onboarded below data vendors
    - Consumer Edge that provides Credit/Debit card transaction data
    - Xpressfeed/Visible Alpha that provides reported numbers for Financial KPI's
    - Similarweb and Sensortower to get app/web data to track KPI's like Monthly Active Users or Monthly App downloads of app/web
- Files are ingested through API, or through notifications that are stored in SQS queue, or through vendor's S3 bucket
- ETL is performed in the ingested data, and they are stored as tables in Lakehouse that follow Medallion architecture
- Data Marts are created from the Lakehouse so that specific team/business units have specific access for their use case
- Data Marts with specific use case are enriched with data from specific data vendors
- Data from Data Mart is also pushed to downstream applications and interactive dashboards

Output

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