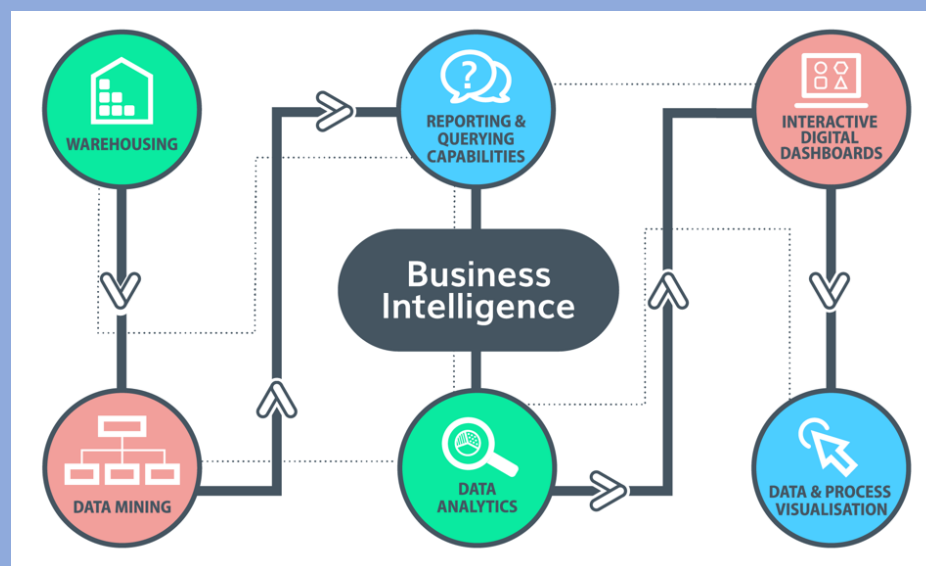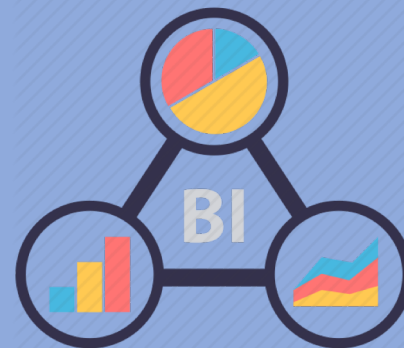# GATEWAY TO DATA: PORTLAND PEDAL POWER

## Who are Portland Pedal Power?

Portland Pedal Power, is a delivery and catering delivery service, based out of Portland, Oregon that differentiates itself from the competition with the usage of bicycles. In doing so, it encourages and supports small businesses by affording personalization while reducing $CO_2$ emissions.

## Why do they need our help?

Portland Pedal Power as a growing organization faces an issue of data management. It is critical to store information in a format that is accessible and understandable to all the business owners. Meaningful analysis is being lost as the organization fails to utilize all the data it collects. And the best source for that data is a well-designed data warehouse. Once that was accomplished, PPP we created an automated BI (Business Intelligence) system which helped them make better business decisions.

## The Process:

- Analyze current infrastructure.
- Set up Data Warehouse
- Automate ETL Loads
- Compile List of Business questions to answer.
- Enable BI Self Service with Report Generation

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