



# ENABLING DATA-DRIVEN ENGAGEMENT OF PROPERTY SEEKERS

<b>COMPANY</b>	DomainGroup	<b>GOALS</b>	Elevate data analytics through decentralized decision science
<b>LOCATION</b>	Sydney, Australia		
<b>INDUSTRY</b>	Real estate	<b>WEBSITE</b>	domain.com.au
<b>EMPLOYEES</b>	800		

## SNOWFLAKE BENEFITS

- Concurrent, contention-free business intelligence (BI) reporting on massive data sets
- Decentralised decision science through end user querying of raw data
- Unlimited capacity for data analytics

Digital media company Domain Group (Domain) connects property seekers with apartments, houses, and commercial real estate in Australia. Each month millions of consumers interact with Domain's ecosystem of websites, mobile apps, magazines, and online tools, generating upwards of 100 million data points a day. To ensure an optimal experience for property seekers, real estate professionals, and advertisers, Domain analyzes billions of rows of data each day.

## THE CHALLENGE: Overcoming the barriers to scalable data analysis and data science

Sixty percent of Domain's staff uses at least one Tableau dashboard every week for viewing analytics in a visual format, resulting in an ever-expanding appetite for compute power. Compounding the issue is Domain's frequent reprocessing of billions of consumer-level interactions with their vast ecosystem. Reprocessing enables staff to identify subgroups the company serves and gain insights about how to engage them best.

In order to eliminate resource contention caused by a large number of concurrent users, Domain's data science team began exploring how to scale data collection and processing. However, their existing data warehouse could not handle the growing demand for data and required constant attention by highly skilled engineers. "Our strategy aimed to decentralize decision science and deliver raw data sets to end users, but we could not easily or affordably scale [to meet this need]," Domain Group's Chief Data Officer, Pooyan Asgari, said.

## THE SOLUTION: A cloud-built data warehouse that eliminates resource contention

Domain's data team realized it needed a cloud-built data warehouse that could analyze billions of records in near real time. The team selected Snowflake, because Snowflake's multi-cluster shared data architecture eliminates resource contention and allows Tableau users to perform meaningful analyses without worrying about slowing the system down. "Our Snowflake-powered BI infrastructure provides on-demand reporting on billions of rows of data and enables access to even more data sets," Asgari said.

Snowflake's instant elasticity and per-second pricing also speed up data reprocessing and reduce reprocessing costs. Bulk processes that required twelve hours of runtime with the legacy system now execute within minutes.

Decentralised decision science is now a reality with Snowflake. "Power users run massive queries against the same source of truth without impacting query performance for other users," Asgari said.

“Snowflake’s fully managed service is easy to implement, easy to scale, and an excellent solution to our big data crunching needs.”  
POOYAN ASGARI, Chief Data Officer

## THE RESULT: Richer insights for a fraction of the cost and effort

Providing end user access to raw data sets in Snowflake freed up data engineers to focus on activities that increase analytics, including integrating more data sets.

In addition, team leaders, product managers, developers, and marketing teams now benefit from on-demand, granular access to data from Google Analytics and domain-internal statistic collection services which provides richer insights about consumer interactions, property listings, and advertising campaign performance.

Snowflake's pay-per-second model offers significant cost savings compared to the instance-based pricing of traditional data analytics solutions. "Snowflake's credit-based system provides a positive return on investment by allowing us to quickly scale compute resources on demand," Asgari said.

Snowflake's zero-management infrastructure accelerates return on investment by reducing administrative tasks, such as cluster configuration and query performance optimisation.

## THE FUTURE: Maximising return on investment with a single analytics repository

Consolidating legacy data implementations into Snowflake is the next priority for Domain Group.

Migrating hundreds of thousands of SQL stored procedures from a Microsoft TICK stack (traditional relational databases) will yield tangible savings. "We spend significantly on infrastructure costs to run those services, and we're exploring how to migrate them into Snowflake," Asgari said.

## WHY SNOWFLAKE



Separate compute and storage eliminates resource contention caused by self-service BI



Cloud-built architecture boosts performance of bulk data reprocessing



Instant elasticity makes decentralised decision science a reality



Zero-management infrastructure frees up technical resources to increase analytics



Per-second pricing overcomes upfront barriers to cloud data warehousing



Flexible capacity scaling supports an unlimited appetite for data

## ABOUT SNOWFLAKE COMPUTING

Snowflake is the only data warehouse built for the cloud, enabling the data-driven enterprise with instant elasticity, secure data sharing and per-second pricing, across multiple clouds. Snowflake combines the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud at a fraction of the cost of traditional solutions. Snowflake: Your data, no limits.

Find out more at [snowflake.com](https://snowflake.com)