FACTSPAN

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Operational Data Platform Implementation for a Global Entertainment Company

Executive Summary:

A global entertainment enterprise was modernizing its Parks data ecosystem by consolidating fragmented customer and transaction datasets into a governed platform foundation. While the enterprise data platform could already deliver trusted analytics datasets, core guest and operational use cases required faster access to standardized profiles and interoperable data across systems.

Factspan transformed the platform into a reliable shared data layer with stronger governance, PII controls, standardized datasets, and reusable Snowflake assets. This allowed downstream applications and teams to access consistent guest information without building custom integrations, improving data reliability and operational usage across the organization.

Project Highlights:

- Built and standardized 100+ production-ready enterprise data models and completed ~93% of the planned data assets
- Validated and improved 100+ shared datasets to make them reliable and easier for downstream teams to use
- Resolved 280+ data and performance issues, stabilizing the platform and reducing recurring operational effort
- Unified guest and operational data by onboarding 40+ source systems, enabling consistent data use across applications

About the Client

The client is a multinational media and entertainment enterprise operating large-scale guest experiences and digital platforms. The organization runs a centralized data platform to enable cross-domain analytics and operational data activation across Parks business functions.

Business Challenge:

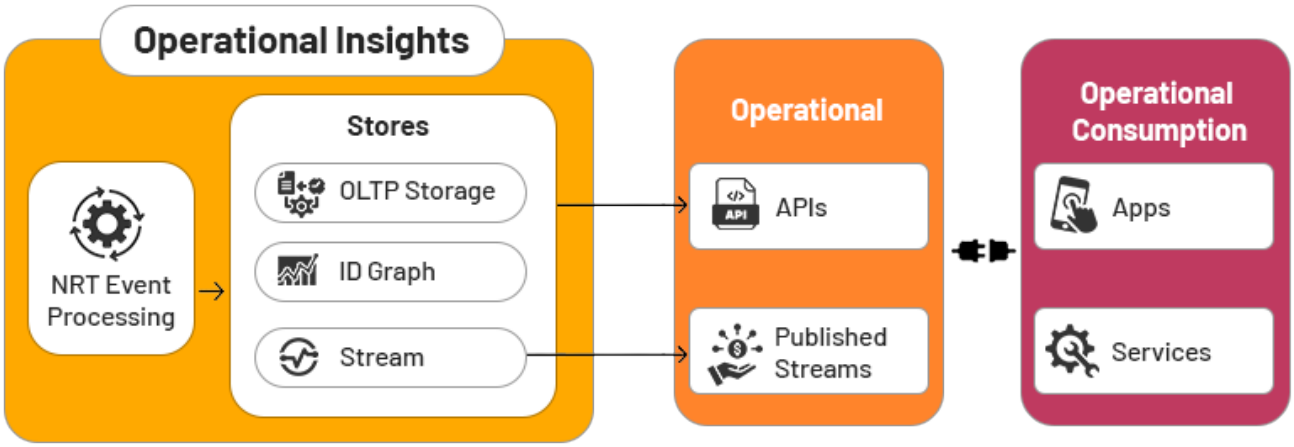
Customer and operational data was fragmented across platform and non-platform sources, with inconsistent structures and limited shareable assets for downstream teams. Guest profile and ticketing initiatives required interoperable data and faster access to customer profiles, but existing pipelines and models needed standardization, stronger contract-based interfaces, and consistent PII controls to enable reliable data flow into governed Snowflake datasets.

Our Solution:

Factspan executed the program as two coordinated tracks, standardizing enterprise datasets while enabling shared guest data access across systems. The team established governed data contracts and PII controls to ensure compliant and accurate data movement, then redesigned core customer and transaction datasets using dbt so both platform and non-platform sources followed the same standards and could be published as reusable Snowflake data assets.
In parallel, guest and ticketing sources were onboarded to create a single, consistent guest profile accessible across applications. Phased model deployments, performance tuning, and modularized orchestration improved stability and allowed operational systems to retrieve customer context reliably without custom integrations.

Ongoing validation and stabilization resolved defects, re-validated datasets, and continuously improved shared data assets so downstream teams could depend on consistent data across operational systems and business workflows. As a result, the organization moved from isolated system integrations to a shared data foundation that operational applications could reliably use for day-to-day decisions and guest interactions.

Architecture Overview



Factspan is a Data and AI company. We help global enterprises and product companies to collect, store, and manage their varied and complex data structures, identify patterns and trends, and build analytical models to analyse and deliver business outcomes.