

CASE STUDY



Automating Event Insights for art exhibitions using Azure Data Factory and Power BI

BUSINESS CHALLENGES

A leading NSW government cultural organization needed a smarter, faster way to collect and analyze event data such as attendance, visitor locations, and performance metrics. This vital information was scattered across multiple platforms, making reporting slow, manual, and prone to errors. The team lacked a centralized view to support timely decisions and strategic planning.

OUR SOLUTION

- Delivered a modern, automated data pipeline to unify and simplify event data management
- Used **Azure Data Factory** to automate the collection and transformation of data from multiple sources
- Stored clean, reliable data in a centralized **Azure SQL Database** for secure and scalable access
- Built interactive **Power BI dashboards** to provide real-time, actionable insights on attendance, visitor trends, and KPIs
- Enabled data-driven event planning and audience engagement strategies

TECHNOLOGY USED

- **Azure Data Factory** for seamless, automated data ingestion
- **Azure SQL Database** for secure, centralized data storage
- **Power BI** to create real-time, interactive dashboards
- **Third-party APIs** to integrate diverse data sources with ease

VALUE DELIVERED

- **90% reduction** in manual reporting time and effort
- Always up-to-date dashboards for smarter, faster decision-making
- Improved resource planning and audience engagement through data-driven insights
- Empowered the organization to market and schedule events more strategically

