

CASE STUDY

From 3 to 11 Squads Automating DataOps at Scale

Implementing CI/CD and DataOps on Snowflake to scale data modelling from 3 squads to 11, and clear the backlog within weeks

3 → 11

Squad Scaling

6 Weeks

To Full Scale

Backlog Cleared

Within 8 Weeks

THE CLIENT

A Major UK Retailer

One of the UK's leading retail companies had mobilised WhereScape 3D across their data team to build a Data Vault model on their Snowflake platform. With the initial build well underway, a critical new requirement emerged: automate code deployment using GIT and CI/CD to facilitate rapid team growth and eliminate a growing backlog of requests that was throttling business agility.

"We had 3 squads and a growing backlog. Manual deployments were our biggest bottleneck, we needed to automate before we could scale."

Client Data Engineering Lead

INDUSTRY

Retail

LOCATION

United Kingdom

FOCUS

**Snowflake, DataOps, CI/CD,
WhereScape 3D**

THE CHALLENGE

Scaling without the scaffolding

Manual Deployment Drag

Manual deployment processes slowed down development cycles, creating friction that compounded as the team tried to move faster.

Scaling 3 to 11

The data team needed to grow from 3 to 11 squads rapidly, but without automation, every new squad would multiply inefficiency.

Growing Backlog

A mounting backlog of requests had built up due to limited automation and inconsistent processes across the existing squads.

Standardisation Gap

Data models, mappings, and lineage documentation varied across squads, there was no consistent standard to onboard new teams against.

THE JOURNEY

Automate, standardise, and scale

1

DataOps Foundation

- Implemented DataOps for Snowflake using GitHub and AWS virtual machines
- Designed a CI/CD pipeline integrating GIT for auditability and version control
- Automated code deployment with approval processes built into the workflow
- Built trust through transparent architecture decisions shared with all squads

2

Standards & Scale

- Established consistent data modelling standards across all existing and new squads
- Enabled rapid onboarding, expanded from 3 to 8 squads within 4 weeks
- Reached full scale of 11 squads within just 6 weeks of go-live
- Tailored the solution to the client's specific Snowflake and WhereScape environment

3

Training & Handover

- Provided comprehensive training to client team members on the DataOps solution
- Equipped the team to manage and maintain the CI/CD pipeline post-go-live
- Reduced the backlog within 8 weeks as automated deployment removed bottlenecks
- Ensured long-term self-sufficiency with clear documentation and runbooks

THE TRANSFORMATION

From manual bottleneck to automated pipeline

BEFORE

3 squads, manual deployments, growing backlog, inconsistent standards across teams.

AFTER

11 squads, automated CI/CD, backlog cleared in 8 weeks, standardised data models.

3 → 11

Squad Scaling

4 Weeks

To 8 Squads

6 Weeks

To Full Scale

8 Weeks

Backlog Cleared

**Standardi
sed**

All Squads

READY TO TRANSFORM?

Let's automate your data pipeline

By implementing a DataOps solution with CI/CD, Engaging Data enabled the client to automate, standardise, and scale their data modelling processes. This transformation reduced turnaround times, streamlined operations, and provided a scalable framework for future growth based on business demand.