

CASE STUDY

Snowflake holds your data. If your business users cannot see it, it is not working for you.

Snowflake is a powerful data warehouse. It does not produce dashboards. MHC Kenworth had the data. They needed the reporting layer that made it usable for everyone, not just analysts who write SQL.

Does this describe your Snowflake environment?

- Snowflake holds your operational data but business users cannot access it without SQL
- Sales, inventory, and service reporting still happens in separate tools
- Executive reports are assembled manually from exports on a periodic basis
- KPI definitions differ across teams and no one agrees on the numbers
- No consistent view of performance across multiple locations or dealerships
- Your data team built the warehouse but the business has not felt the benefit yet

What Armely built for MHC Kenworth

MHC Kenworth is a multi-location commercial truck dealership network operating across sales, service, parts, and finance. Their Snowflake data warehouse held the operational data. Their business teams could not access it without going through a data analyst.

Armely connected Snowflake to Power BI, built a shared data model with consistent KPI logic, and delivered dashboards for sales performance, inventory, service operations, and executive reporting. Business users see live data. Analysts focus on analysis rather than fielding report requests.

Before	After
Snowflake data warehouse in place with no reporting layer connected to it	Power BI connected directly to Snowflake via DirectQuery and import modes
Operational data accessible only to analysts who could write SQL queries	Business users access live dashboards without writing a single query
Sales, inventory, service, and financial data analyzed in separate tools	Unified Power BI environment surfaces all four domains in connected reports
No consistent KPI definitions across teams and locations	Shared data model enforces consistent KPI logic across all reports and users
Executive reporting assembled manually from exports each reporting cycle	Executive dashboards refresh automatically from Snowflake on defined schedules
No visibility into dealership performance trends across multiple locations	Multi-location performance comparisons available in real time

Book a free Power BI and Snowflake readiness review

We look at your Snowflake environment and show you what a Power BI reporting layer would deliver for your business users. armely.com | info@armely.com | 972-460-0643