Making Executives Trust Your Data

CDAO Perth | October 2025

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Car & Motoring

- Roadside assistance
- Car, Boat, Caravan, Motorcycle, Pet Insurance
- Car Loans, Caravan Loans
- Fleet assistance
- Tyers and Batteries

Home & Life

- Home Insurance
- Life Insurance
- Health Insurance
- Home security
- Home solar

RAC

For the better

Investments

- Term Deposits
- Personal Loans

Travel & Tourism

- Holiday Parks & Resorts
- Travel insurance

1.3 million+
RAC members

2.6 million
phone calls handled

10,500+
missions since 2003

389,000
Roadside Assistance callouts

585
children and pets rescued from locked cars

Regional Road Safety Program

$1 billion+
secured for regional road upgrades

RAC Air Health Monitor

73,000+
daily measurements generated

212,000+
insurance claims

$931 million
paid in claims

Nine parks and resorts across WA

67,000+
students educated on road safety

Trust was at an all time low

Inconsistency, complexity, lack of context.

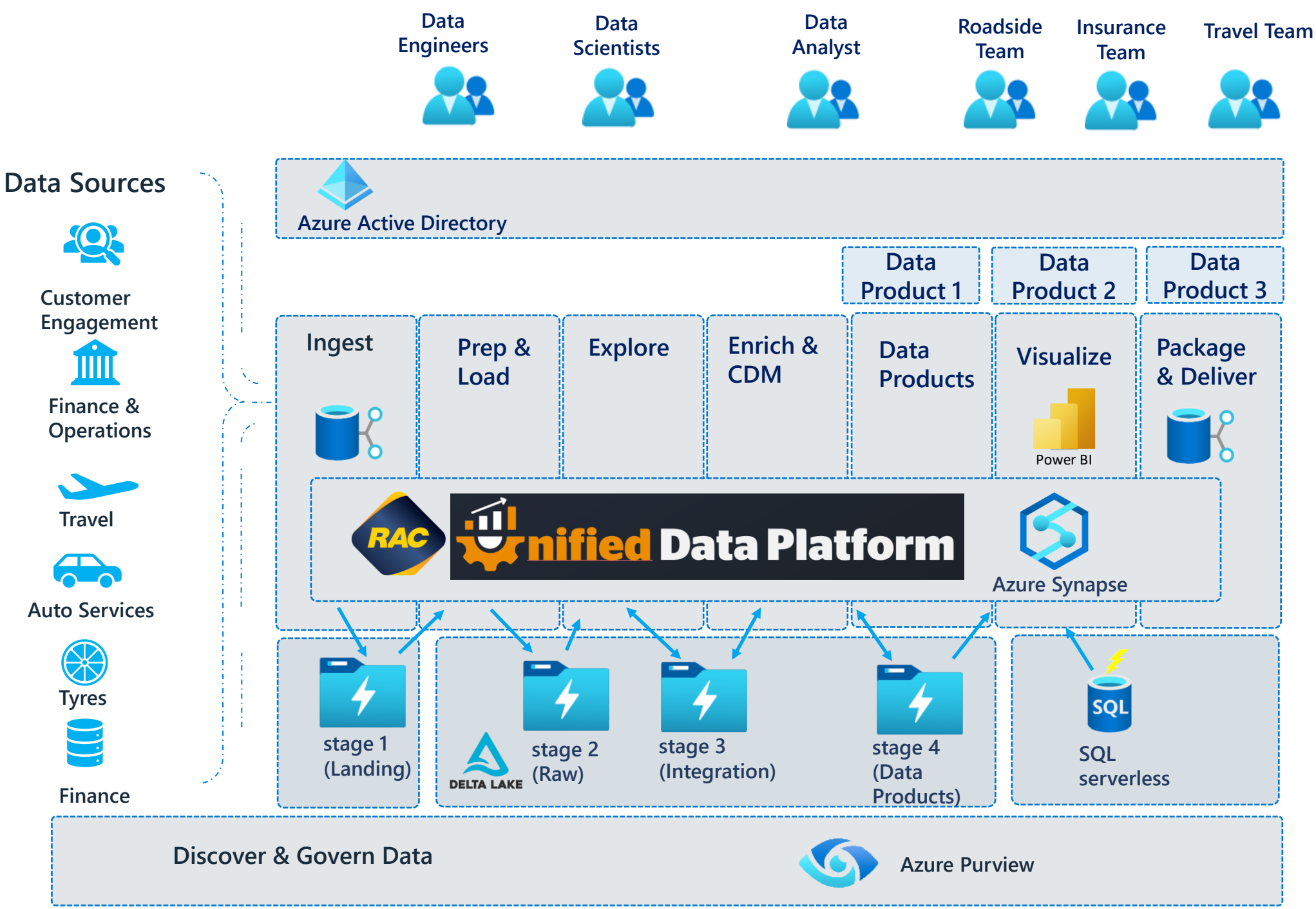
- Legacy data warehouse (10+ years) with many defunct reports
- Business users didn't understand how many metrics were calculated
- Manually copying/pasting data into other spreadsheets for custom reporting – loads of duplication & inconsistency
- Execs spending more time 'questioning numbers' than discussing outcomes and impact

Designing for Confidence

Engineering Trust through Visibility – Project Theseus

- Simplified data sources → single trusted ecosystem
- Retired legacy platforms, improved lineage and governance. Introduced AI.
- United data, business knowledge and leadership under a common definition of truth
- Enabled exec dashboards that spoke in business terms

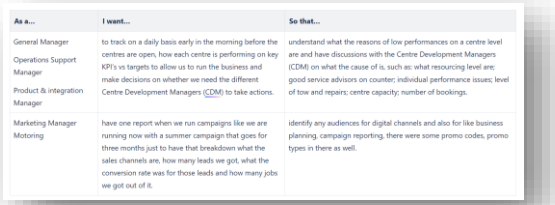
RAC
Stars


Data Engineers
Data Scientists
Data Analyst
Roadside Team
Insurance Team
Travel Team
Data Sources
Customer Engagement
Finance & Operations
Travel
Auto Services
Tyres
Finance
Azure Active Directory
Data Product 1
Data Product 2
Data Product 3
Ingest
Prep & Load
Explore
Enrich & CDM
Data Products
Visualize
Power BI
Package & Deliver
RAC
Unified Data Platform
Azure Synapse
stage 1 (Landing)
DELTA LAKE
stage 2 (Raw)
stage 3 (Integration)
stage 4 (Data Products)
SQL
SQL serverless
Discover & Govern Data
Azure Purview

From Data Doubt to Decision Confidence

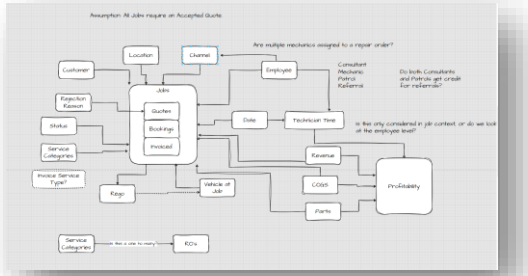
Not ‘Lift N’ Shift’, but Re-engineered from the ground up

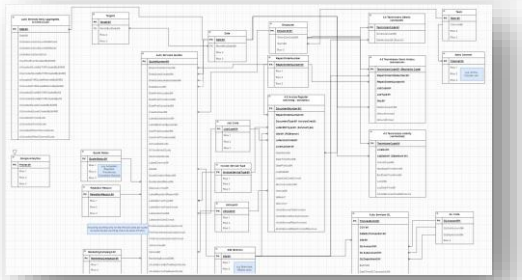
Requirements



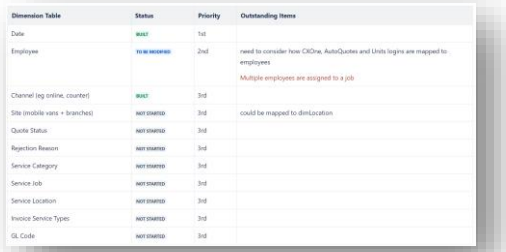
As a...	I want...	So that...
General Manager Operations Support Manager Product & Integration Manager	to track on a daily basis early in the morning before the centres are open, how each centre is performing on key KPI's vs targets to allow us to run the business and make decisions on whether we need the different Centre Development Managers (CDM) to take actions.	understand what the reasons of low performances on a centre level are and have discussions with the Centre Development Managers (CDM) on what the cause of is, such as: what resourcing level are; good service advisors on counter; individual performance issues; level of tow and repairs; centre capacity; number of bookings.
Marketing Manager Motoring	have one report when we run campaigns like we are running now with a summer campaign that goes for three months just to have that breakdown what the sales channels are, how many leads we got, what the conversion rate was for those leads and how many jobs we got out of it.	identify any audiences for digital channels and also for like business planning, campaign reporting, there were some promo codes, promo types in there as well.

Data & Logical Model

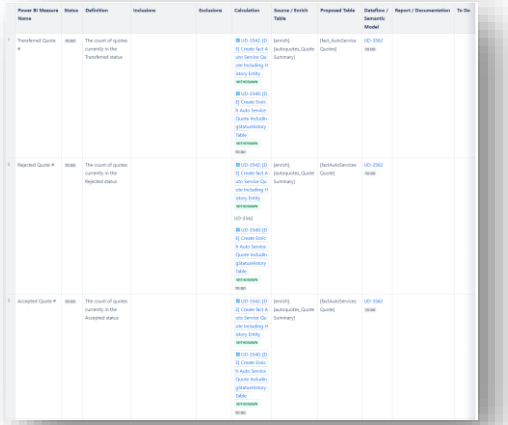




Dimensions and Measures

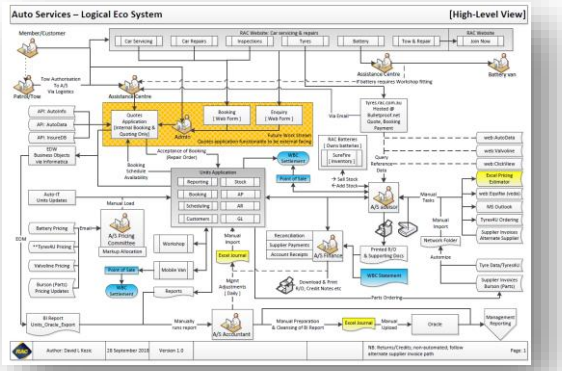


Dimension Table	Status	Priority	Outstanding Items
Date	BUILT	1st	
Employee	TO BE MODIFIED	2nd	need to consider how CitDrive, AutoQuotes and Units logins are mapped to employees Multiple employees are assigned to a job
Channel (eg online, counter)	BUILT	3rd	
Site (mobile vans + branches)	NOT STARTED	3rd	could be mapped to dimLocation
Quote Status	NOT STARTED	3rd	
Rejection Reason	NOT STARTED	3rd	
Service Category	NOT STARTED	3rd	
Service Job	NOT STARTED	3rd	
Service Location	NOT STARTED	3rd	
Invoice Service Types	NOT STARTED	3rd	
GL Code	NOT STARTED	3rd	



Power BI Measure Name	Status	Definition	Inclusions	Exclusions	Calculation	Source / Enrich Table	Proposed Table	Dataflow / Semantic Model	Report / Documentation	To Do
Transferred Quote #		The count of quotes currently in the Transferred status				[enrich].[autoquotes_Quote Summary]	[Not_AutoService Quotes]			
Rejected Quote #		The count of quotes currently in the Rejected status				[enrich].[autoquotes_Quote Summary]	[NotAutoService Quotes]			
Accepted Quote #		The count of quotes currently in the Accepted status				[enrich].[autoquotes_Quote Summary]	[NotAutoService Quotes]			

Business Process Model

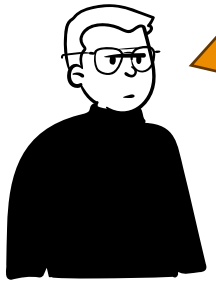


Definitions

Business Rules

The Conversation Shift

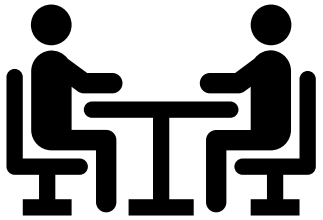
From Data Doubt to Decision confidence



This data doesn't make sense…

- No Business Endorsed Definitions & Data Products
- No Common Data Products
- Manual copy/pasting into spreadsheets
- No Data Reconciliation
- Zero Lineage & data ownership

Let's redistribute Patrol vans for next month, given the weather predictions and people movements

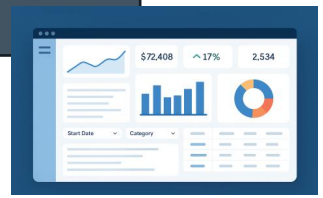


- Ownership
- Automation
- Trust
- AI Enabled

Enabling Trust in Data

Data teams often speak in models and metrics. Executives speak in impact and risk.

Data ▶ Insight ▶ Decision ▶ Value



What financial benefits do members gain from partners, and how can we use that to grow the base?
How can we optimise our sales funnels? What predictors increase Products Per Member?

Financial Benefits

How can we incentivise for our Patrols serving our Members on the roads?
What are the predictors of breakdowns, and how can we optimise the workforce?

Operational Benefits

How can we better plan our call centre agent's capacity?
How can we forecast claims liabilities from severe weather events?

Business Improvement

Lessons Learned

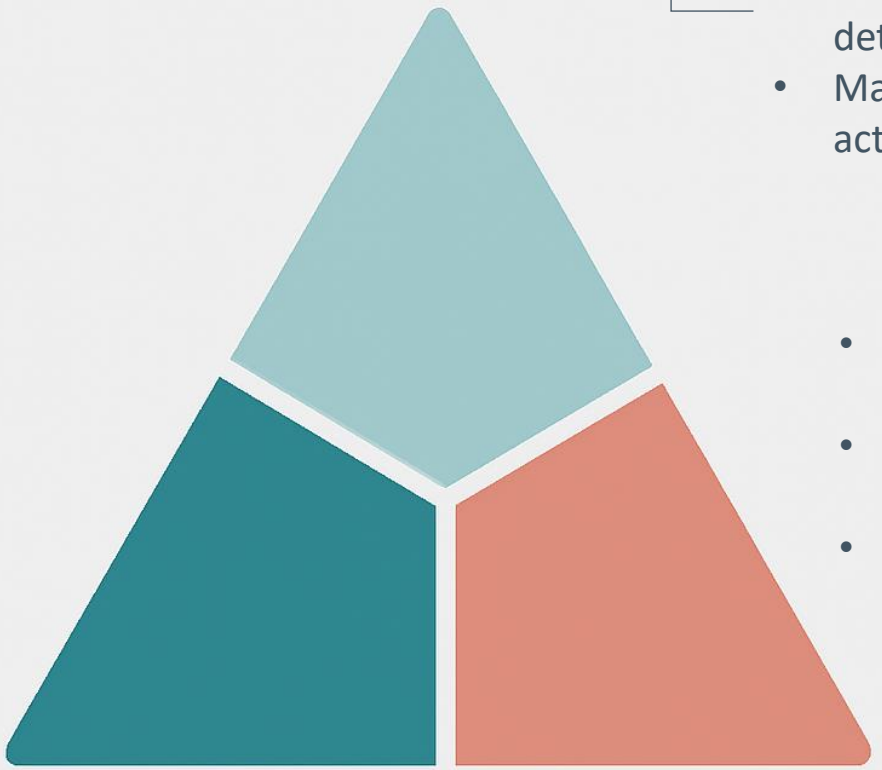
Building Trust Takes Three Things

Clarity

- Translate data into leadership language — impact, financials, risk, opportunity.
- Focus on “so what” stories, not technical details.
- Make insights visual, simple, consistent and actionable

Consistency

- Establish a single source of truth
- Align definitions across business and data teams
- Build trust through repeatable experience



Conversation

- Engage leaders and SMEs early — co-create definitions and priorities.
- Use storytelling to connect data to business outcomes.
- Credibility grows when data leads to informed dialogue, not debate.