Dataradar.io

DataRadar™

POWERED BY snowflake®

Trust Your Data.

Control Your Costs.

Power Your AI.

20%

ANNUAL SNOWFLAKE COST REDUCTION AT A FORTUNE 500 LEADER

CASE STUDY

Caesars Entertainment Adopts DataRadar™ for Snowflake Data Observability and Cost Optimization

This case study shows how Caesars Entertainment, a Fortune 500 leader in gaming and hospitality, used DataRadar™ to cut annual Snowflake costs by 20% and lift data quality across 5+ environments and 30+ warehouses.

In August 2024, Caesars Entertainment partnered with **DataRadar™**, a Snowflake Native App for data observability and cost optimization. The goal: transform data operations, optimize cloud costs, and lift the reliability of enterprise data.

Company Overview

Its brands include Caesars Palace®, Harrah's®, and Vanderpump Hotel. With data streaming in from many sources, Caesars launched a strategy focused on reducing cloud costs and improving visibility and control over data quality.

Caesars relies on Snowflake for cloud-based data warehousing, data lakes, data engineering, and applications. Snowflake gave the company scalable data access. But stakeholders needed a smarter way to optimize usage, control costs, and ensure trustworthy data.

Before DataRadar™: The Operating Reality

Caesars data team faced six pressing challenges:

- **Limited visibility into cost drivers by department or workload.**
- **Underutilized warehouses and compute inefficiencies.**
- **Data quality issues and gaps.**
- **Insufficient alerts for the security and audit team.**
- **Slow time to detect and resolve data issues.**
- **Rising Snowflake costs.**

Why a Snowflake Native App Mattered

DataRadar™ is a Native App and certified Snowflake Partner, running inside the Snowflake environment. Caesars' data never leaves its own walls. No external pipeline to manage. No copy of sensitive data sitting in a vendor cloud. For a Fortune 500 enterprise with strict security and audit needs, that architecture matters.

> What impressed us most was how effortlessly **DataRadar™** integrated into our existing stack—no need to extract data, no compromise on security. It's more than just optimization; it also allows for automated data checks and additional security monitoring.
>
> **Swati Arora, VP Data Solutions,**
> **Caesars Entertainment**

Implementation: What Caesar Deployed

To deliver full observability and cost optimization for its Snowflake environment, Caesars deployed these **DataRadar™** capabilities:

1. **Real-time warehouse monitoring and optimization.**
2. **Usage and cost down to department, user, and query level.**
3. **Schema change detection, anomaly tracking, and data quality checks.**
4. **Automated alerts through internal incident management tools.**
5. **DataRadar™ Snowboar for real-time monitoring of key processes.**

Results

TRUST YOUR DATA

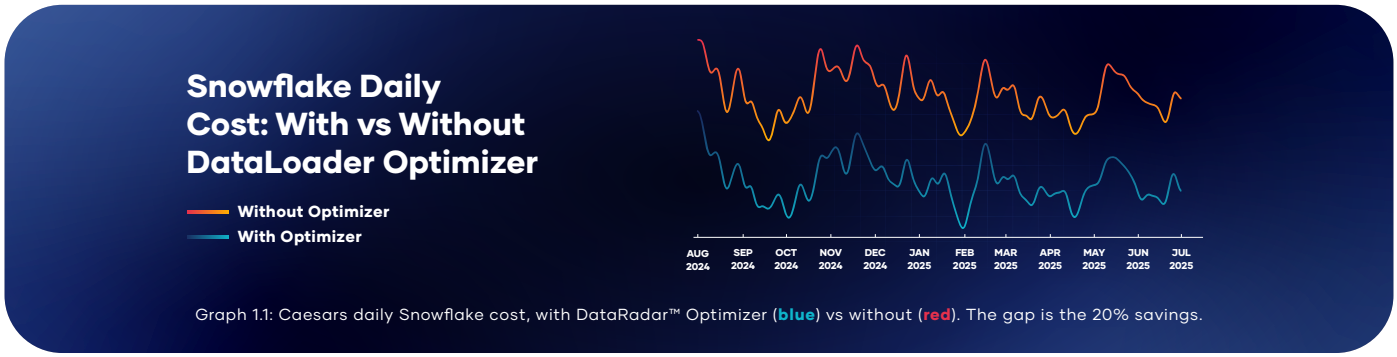
Caesars now runs proactive quality checks on critical datasets, monitors source systems for schema changes, and routes real-time alerts to the teams that own each pipeline. Detection and resolution times have dropped, and the security and audit team has the trail it needs.

- **Proactive data quality checks on critical datasets.**
- **Shema change monitoring across source systems.**
- **Faster detection and resolution of data issues.**
- **Real-time, actionable alerts via Jira, Microsoft Teams, and xMatters.**

> **DataRadar™** ability to detect anomalies and perform quality checks on our data enables us to be audit-ready and compliant.
>
> **Swati Arora, VP Data Solutions,**
> **Caesars Entertainment**

CONTROL YOUR COSTS

Caesars cut annual Snowflake costs by 20% after activating the **DataRadar™** Warehouse Optimizer, now running across 5+ environments and 30+ warehouses. Finance has visibility down to the team, user, and query level. Engineering has the levers to act on it.



Graph 1.1: Caesars daily Snowflake cost, with DataRadar™ Optimizer (**blue**) vs without (**red**). The gap is the 20% savings.

30+ **Snowflake optimization rolled out across 5+ environments with 30+ warehouses.**

20% **Reduction in Snowflake costs after turning on DataRadar™ Warehouse Optimizer**

With **DataRadar™**, we've gained the visibility and control we needed to optimize our Snowflake environment. The platform's real-time monitoring and automation have been game-changers in our snowflake cost management and data quality initiatives.

Swati Arora, VP Data Solutions,
Caesars Entertainment

Enterprise-Wide Benefits

1. **DATA TRUST:** Quality checks and real-time alerting improve reliability.
2. **COST CONTROL: DataRadar™** delivers cost visibility and optimization at scale.
3. **GOVERNANCE:** Automatic detection of schema issues, file feed checks, and anomalies.
4. **OPERATION AGILITY:** Faster, smarter decisions with real-time insights.

Conclusion

DataRadar™ helped Caesars Entertainment turn a complex data challenge into a strategic advantage, delivering 20%+ cost savings while raising the bar on data quality, reliability, and governance.
With real-time monitoring, intelligent warehouse optimization, and observability built natively for Snowflake, **DataRadar™** allowed Caesars to:

- **Catch data anormalies with confidence.**
- **Enhance trust in data quality.**
- **Scale its cloud infrastructure efficiently without overspending.**

DataRadar™ remains a core part of Caesars' modern data stack, driving cost efficiency, operational agility, and data excellence.

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