

Case Study:

Best Practices with Databricks & Genie

What the Company Does / Industry

The company is a diversified hospitality, dining, entertainment, and gaming conglomerate, operating 600+ locations across 50+ brands nationwide. Their business spans restaurants, hotels, casinos, retail, and entertainment venues, all generating large volumes of operational, loyalty, marketing, and transactional data.

The Problem That Led to the Project

The company's IT and analytics teams needed to deliver consistent, performant data insights from hundreds of disparate systems, but they were constrained by:

- Manual and risky Databricks deployments
- No standardized CI/CD or governance model
- Slow production releases (initial deployments taking **6+ hours**)
- Difficulty scaling analytics work across teams without breaking environments

This limited their ability to support marketing, loyalty, and operations with timely insights.



How We Solved It (Technology + Approach)

We partnered with the company to establish Databricks best practices at enterprise scale, focusing on both platform reliability and business usability. The solution included:

- ✓ A well-governed, medallion-based Data Lake architecture (bronze, silver, gold) in Databricks
- ✓ Databricks Asset Bundles and standardized project templates to ensure consistent deployments
- ✓ Azure DevOps CI/CD pipelines to eliminate manual, high-risk releases
- ✓ Full source control and branching strategies to support parallel development across teams
- ✓ Integration with Power BI for trusted, curated dashboards and reporting

Critically, the standardized medallion architecture laid the foundation for Databricks Genie adoption. Because data was consistently modeled, documented, and promoted through clear bronze-to-gold layers, business and analytics users were able to leverage Databricks Genie for ad-hoc analysis and exploratory questions without deep knowledge of underlying schemas or pipelines. Genie could reliably surface insights because the data platform itself was well-architected.

The result was a Databricks environment that supports both governed reporting and self-service exploration, reducing friction between IT, data engineering, and business users while accelerating time to insight.



If your organization runs analytics on Databricks but struggles with slow deployments, inconsistent environments, or tribal knowledge, modern CI/CD and platform governance can unlock faster insights without increasing risk. Start with repeatability before scale.



Thinking through a similar challenge?

This project is one example of how the right cloud strategy creates real business impact. Connect with Serverless Solutions to see what's possible for your team.



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