

 **20%****ANNUAL SNOWFLAKE
COST REDUCTION AT
A FORTUNE 500 LEADER**

CASE STUDY

Caesars Entertainment Adopts DataRadarTM for Snowflake Data Observability and Cost Optimization

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

In August 2024, Caesars Entertainment partnered with **DataRadarTM**, 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 DataRadarTM: 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

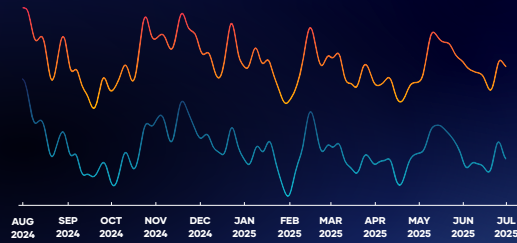


CONTROL YOUR COSTS

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.

Snowflake Daily Cost: With vs Without DataLoader Optimizer

— Without Optimizer
— With Optimizer



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 anomalies 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.

About DataRadar™

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