

CASE STUDY

How an Agency Cut BigQuery Data Warehouse Costs by \$100k in One Year

Overview

A fast growing analytics agency relied heavily on Google BigQuery to power client reporting and internal dashboards.

As data volumes grew, so did query costs, putting pressure on margins and forecasting.

The Challenge

- Dashboards queried raw data directly, driving up refresh costs
- Lack of partitioning and clustering caused queries to scan more data than necessary
- No cost monitoring or alerts were in place, making spend spikes hard to detect early
- Unused data remained in active storage



The Solution

Calibrate Analytics audited the agency's BigQuery environment and restructured how data was queried, stored, and accessed. Dashboards were revised to pull from optimized tables and views, queries were rewritten to limit scanned data, historical data was archived, and development workflows were adjusted to use smaller sample datasets.

The Results

\$100k
reduction in BigQuery
charges in one year



Significantly lower query volumes from dashboards



Faster report load times for internal teams and clients



Predictable monthly data warehouse costs