Advaiya

Transform data into insight and action

Advaiya

Making Technology Work

Microsoft Partner

Microsoft

Gold Cloud Platform
Gold Collaboration and Content
Gold Data Analytics
Gold Project and Portfolio Management
Silver Small and Midmarket Cloud Solutions

Project Portfolio Management

Do the right projects,
do them right

Digital Workplace

Synergize, organize and innovate with an integrated hub

Business Analytics

Transform data into insight and action

Cloud Adoption

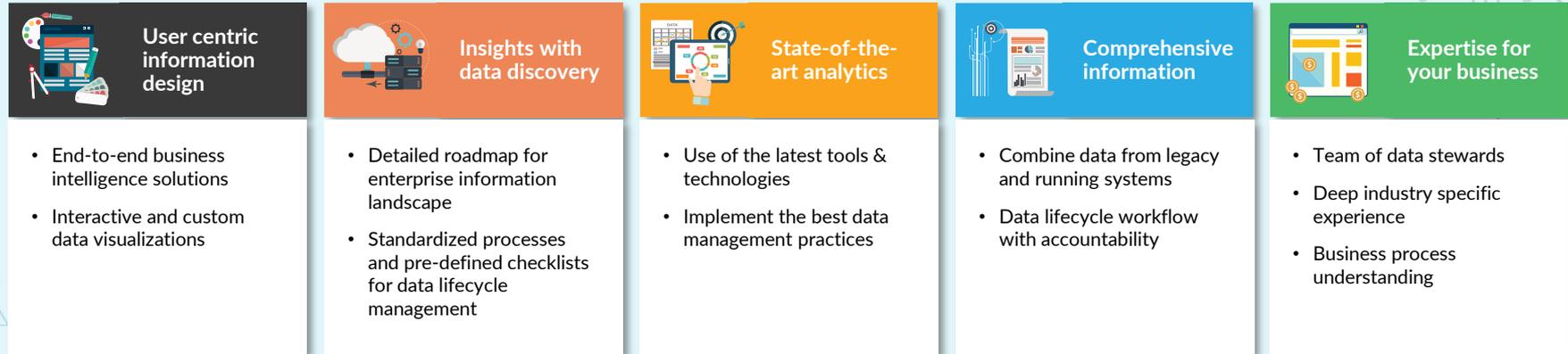Enhance productivity with cost effective cloud solution

Business Analytics

Transform data into insight and action

Meet your specific information needs and make better decisions with solutions for visualization and aggregation of data from across your business.

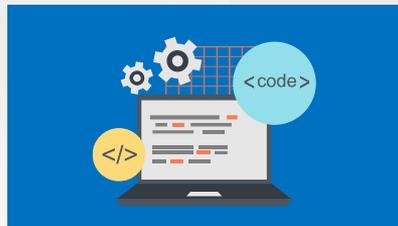Get started today with Advaiya, Microsoft Gold Partner for Data Analytics, and understand your data better.

Advaiya

The Advaiya Approach

User centric information design	**Insights with data discovery**	**State-of-the-art analytics**	**Comprehensive information**	**Expertise for your business**
• End-to-end business intelligence solutions • Interactive and custom data visualizations	• Detailed roadmap for enterprise information landscape • Standardized processes and pre-defined checklists for data lifecycle management	• Use of the latest tools & technologies • Implement the best data management practices	• Combine data from legacy and running systems • Data lifecycle workflow with accountability	• Team of data stewards • Deep industry specific experience • Business process understanding

Advaiya

Advaiya can help you with…

Data visualization and reporting

Data discovery and aggregation

Scorecards and dashboards

AI and ML Powered Analytics

And many more…

(customized per your objective)

Advaiya

Key Scenarios from Industry Perspective

| Marketing	Sales	Human Resource	Finance	Operations	Support & Services
Customer Experience Dashboard	Sales Performance Dashboard	Workforce Forecasting	Financial Analytics	Predictive Maintenance	Service Analytics Dashboard
Competitive Intelligence Dashboard	Sales Conversion Dashboard	Performance Scorecard	Risk Management	IT Operations Insight	Service Level performance Report
Marketing KPI Dashboard	Sales Team KPI Dashboard	Employee Insight	Financial Forecasting	Demand Forecasting	Contact Center Analytics
Web Analytics Report	Cross Sell & Upsell Insights			Spend Analytics	
				Operational Efficiency	

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Data visualization and reporting

Professional services for L&T Hydrocarbon Engineering

L&T Hydrocarbon Engineering, a subsidiary of Larsen & Toubro Limited (L&T) organized under Offshore, Onshore, Construction and Engineering Services were managing their business and project related information in tons of excel & presentations. Managing the information across multiple locations was difficult and was leading to deprived decision making.

- We designed multiple dashboards and reports in Microsoft Power BI, a platform gathering and analyzing the relevant data with adaptive scheduled dashboards

- It allowed engineers/business users to view the overall performance and identify strengths and weaknesses for future business strategy.

- With Power BI, they are now able to visualize the reports with précised information which are helping them with faster & better decision making.

- Using Power BI **Bookmarking** feature they were able to understand the sentiments of their customers.

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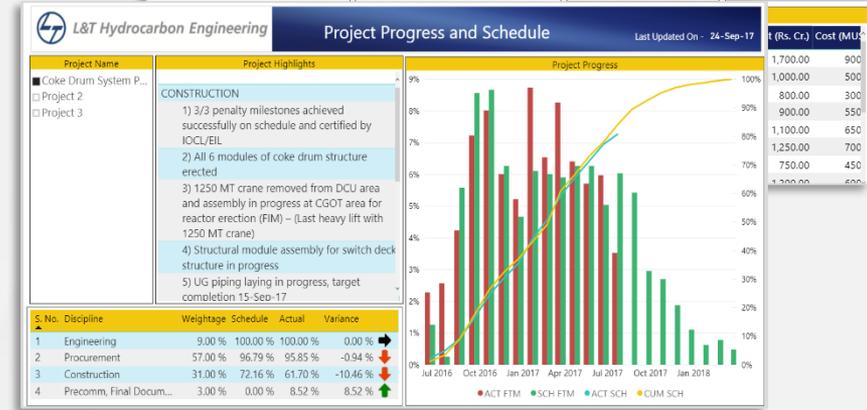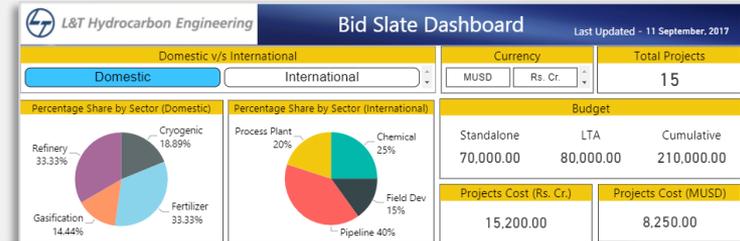
# Power BI Reports for ShareAdvance

Cost Report

Shows details of the cost across the organization projects

Project Cost by Department

Shows department wise costs and a tree map showing the details of the project cost within the department and its projects

- Top Projects under budget

- Shows the top under budgeted projects, you can use the filter to show the number of project which you want to see in the report

- Top Projects over Budget

- Shows the top over budgeted projects, you can use the filter to show the number of project which you want to see in the report

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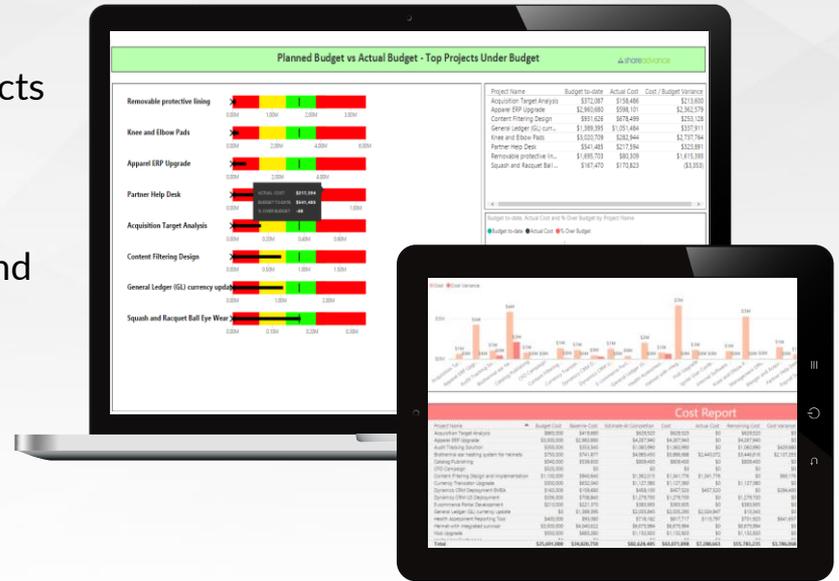
Digital Marketing Campaign Analysis

A US-based gaming firm was finding it difficult to analyze the performance of their digital marketing campaigns. They were looking for a solution which can help them get insights from their campaigns and helping them move forward in the right.

- We created a Digital Marketing Campaign report helping the marketing manager dig deeper into various analytics related to their marketing campaign.

- We used waterfall charts to let them know the open rate of their emails across different quarters.

- We also provided them insights of their AdWords campaign and how many clicks and views they were able to generate.
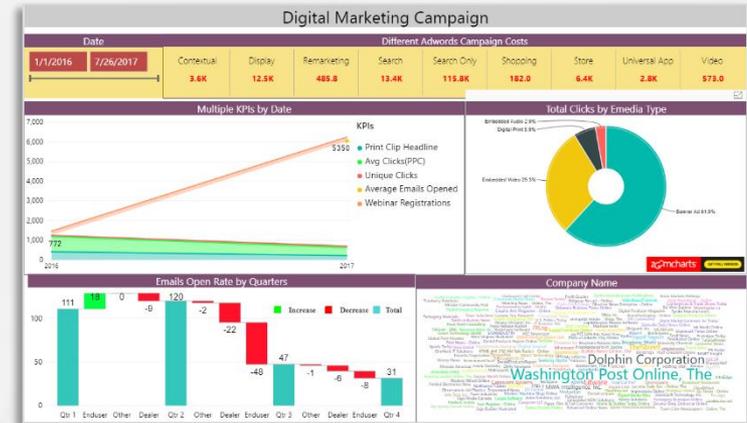
Excel Power View Reports for WesBanco

Project Online and OData Reports

This report is the complete dashboard report of all the projects. It displays all active projects' information, late milestone, key milestone, issues and risk on basis of projects.

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Power BI POC – Retailer Sales and Planning

Created a Power BI POC report for a major retailer's global planning team

- Extracted and blended data from Excel worksheets

- Calculated and summarized sales and inventory metrics including Revenue Sales, contribution of Blended and Markdown sales, Average Unit Retail price, Available Units and Weeks on Hand

- Provided drill down capability into lower levels of hierarchy

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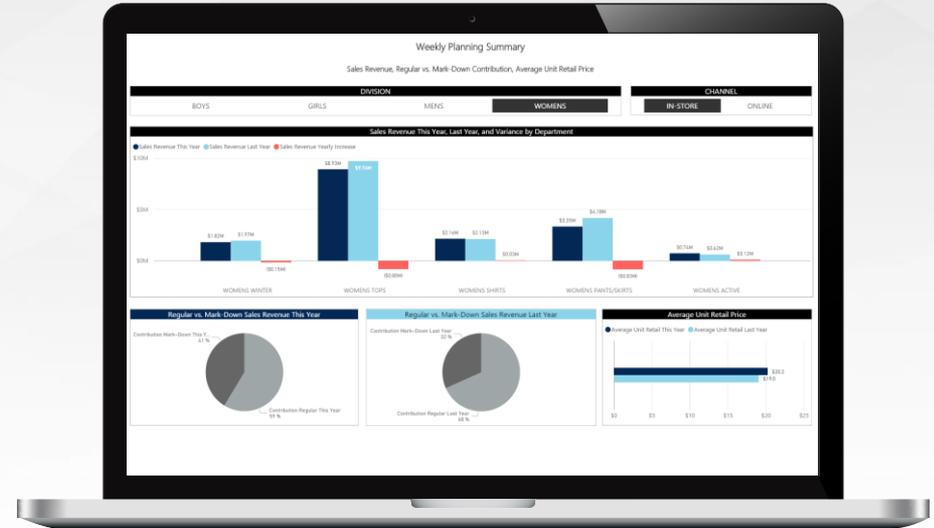
Data discovery and aggregation

Restaurant Real Time Data - Mod Pizza Chain

Similar to any other business, restaurants generate large amounts of data on a daily basis. We developed a Power BI mobile solution by extracting data from API's and feeding them into Power BI for the analysis.

- Location based analysis was done to analyze the sales on different parts of the day

- Based on the analytical model, it enabled the client to make impactful marketing decisions such as determining the most appropriate time to offer discounts, raise prices on menu items and boost profits

- The company now takes information that exists in most restaurants — from the POS, accounting, inventory, other business systems — and ties it together

- Use of latest **Sync Slicer** feature in this report helped in synchronizing all the pages of the report with same filters.
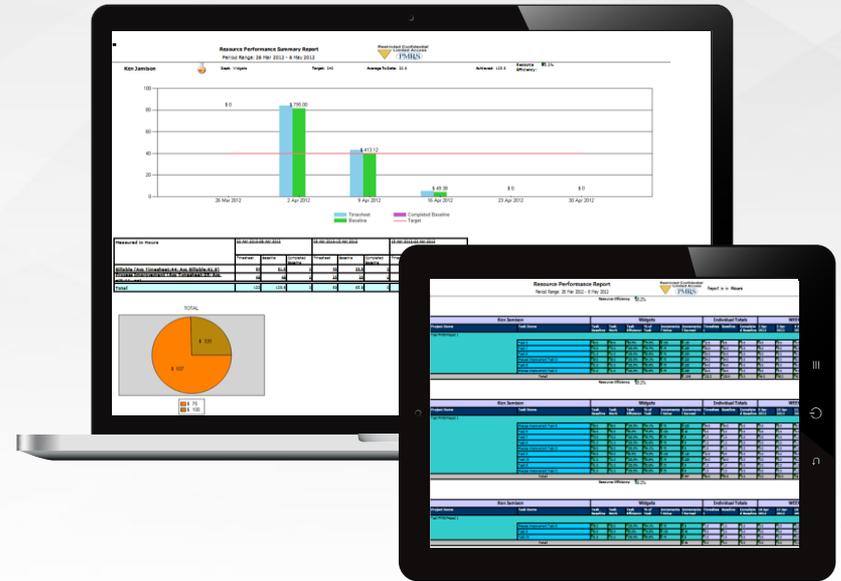

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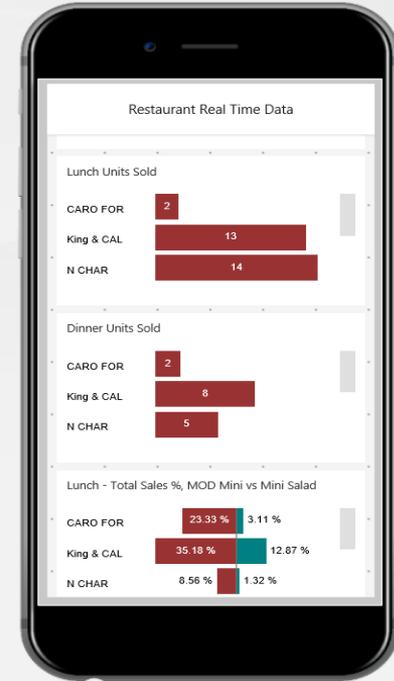
Restaurant Real Time Data - Coca-Cola

Coca-Cola, the world's most popular beverage company, needed consolidated and summarized statistics on how all stores and restaurants are performing in sales, guests visits, and many other attributes.

- With the data coming from two different systems, it was little tiresome to fetch and analyze the data and see trends.

- We in collaboration with Actio have designed a hybrid Microsoft Azure-based database and real-time Power BI dashboards and reports that provide meaningful insights like sales by day, average guest check-ins versus sales, etc.

- They can easily dig deeper whenever and wherever they want on their smartphones and tablets through mobile-enabled visuals.

- Just like the previous report we have enabled **Sync Slicer** in this report too.
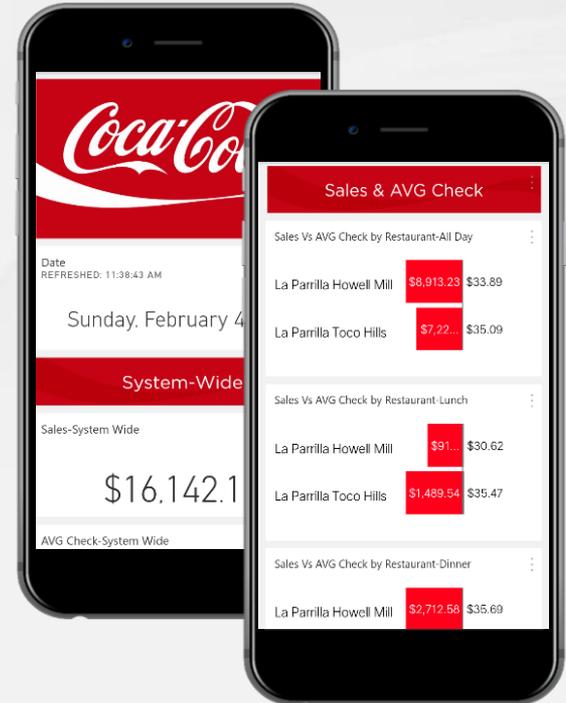
Project Widgets PMRS Reports

- For this Advaiya created reports for monitoring the performance of resources

- Resource Performance Summary report

  - Bar chart to compare target hours with actual hours on weekly basis.

  - The flask Indicator color depends upon the target to achieved hours.

  - Table gives weekly summary of the task and user can navigate to detail report from hyperlinks on the values of tables.

  - The pie chart displays incremental task

Project Widgets McNeil Reports

- Advaiya created SSRS reports for monitoring project milestone

- CD score card report to monitor project different milestone

- Quantic NC complete report help monitor the project in quarter and back ground color of the project varies according to its status

GAP Reports

GAP, an American worldwide clothing and accessories industry desires to measure their sales revenues with effective reports and visualization capabilities.

- With Power BI, we enhanced their measurement criteria by giving deep insights onto their business and sales data. Nowadays, they can

- Effectively visualize the sales activity based on the values of every product line per customer sales.

- Maximize the revenue evaluating the most profitable products from last year and year till date sales insights.

Scorecards and dashboards

Product Sales Analysis Reports and Dashboards

A US based manufacturer wants a solution to forecast their sales better and increase profitability per sale so as to make more informed and better sales decisions.

- Leveraging data from their CRM portals, we have created multiple Power BI reports which helps them understand their sales performance, understand the sales trends and quota management

- Using amazing Power BI visuals like **Funnel chart** we have shown the number of opportunities they have in each of their sales stages, a **Bowtie chart** to show flow of data from one sales category to another and many more visuals to help them analyze their sales trends.

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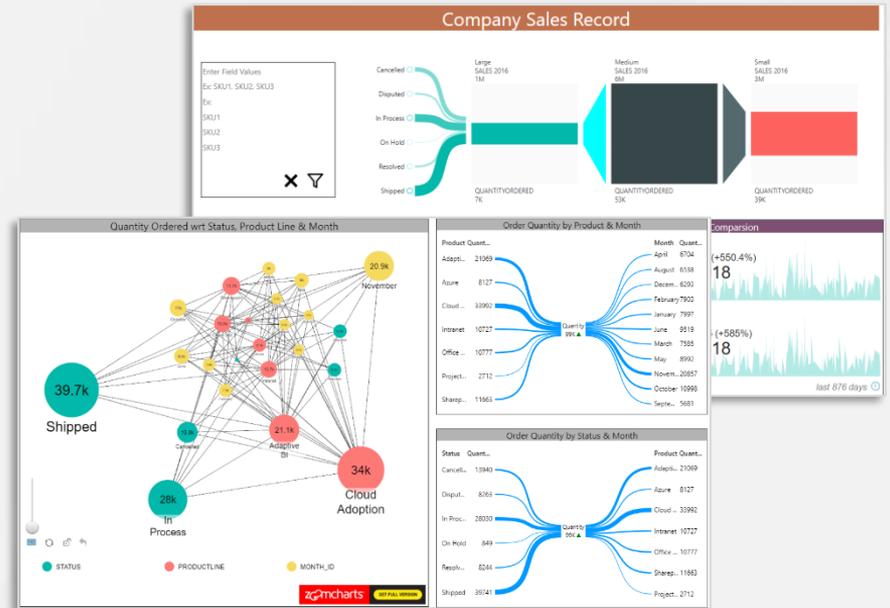
Financial Performance Analysis Dashboards for Executives

A leading manufacturing company was looking for a solution where they can track their financial performance which can help the executives get quick insights and make faster decisions with real time updates.

- We have designed multiple financial analysis dashboards providing various analysis of their financial performance

- We have drilled deeper into their data into specific regions or segments and provided year over year and monthly analysis of their sales and revenue

- All the latest **formatting features** and **visuals** in Power BI helped in making the report more significant and interactive.
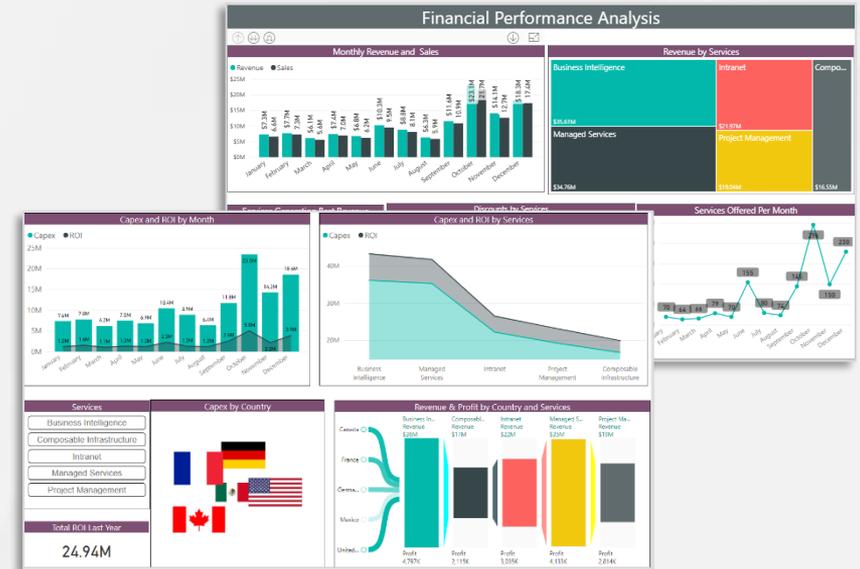
HR Hiring Analysis Dashboard and Reports

A US based company was looking for a summary report of their employees for the HRs to dig deeper into various departments across different countries and help them manage their employees data in the form of dashboards and reports.

- We created multiple dashboards and reports which helps the HR understand their employee satisfaction level better.

- Also we dig deeper into the employee data and created a dashboard showing how many new hiring has been done and in which departments and regions.

- This helped the HR managers know which of their departments needs more team members or where employee churn is required.

Reports and Dashboards for Executives

Wonder Cement, a PPC, OPC cement manufacturing company was facing several reporting challenges like manual data collection, data duplication, and data dependency, among others.

The Microsoft Power BI reports and dashboards developed using data scattered across multiple systems enabled their executives to get the latest insights wherever they are. The schedule refresh and automatic notification keep everyone informed and up-to-date.
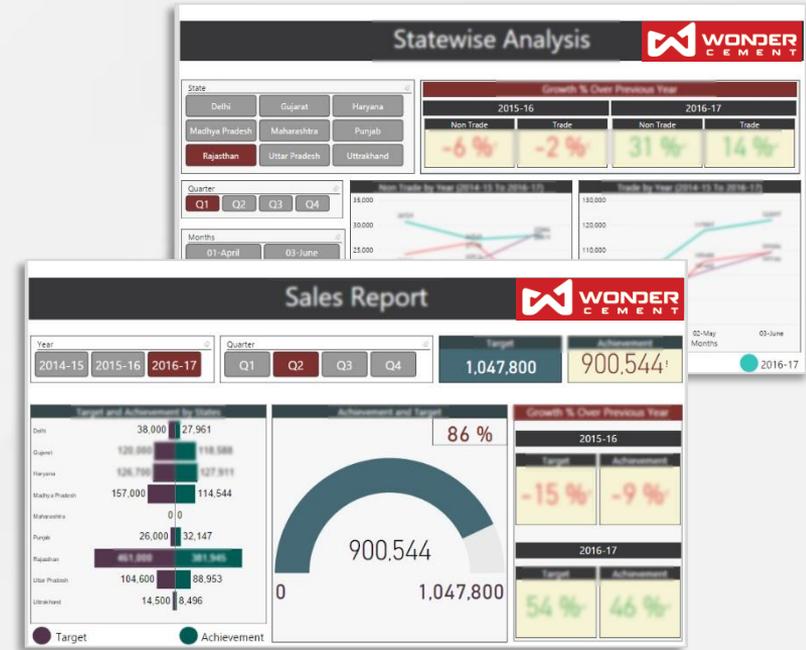
Churn Analysis for Microsoft Intelligent Cloud Unit

Intelligent Cloud, a unit of Microsoft Limited was inquisitive to know the employee attrition trends over a period to analyze the movement of employees within and outside the organization. They wanted a solution in which they can quickly see employee churn and the root cause to make strategic decisions.

- Using Microsoft Power BI, we created several reports for different months highlighting the employee churn rate, tenured employee proportion, employee value, etc.

- The powerful visuals provided the ability to slice and dice into employee attrition circumstances and behavior in many ways and help leadership make the required decisions.

- With the help of dashboards and reports, they were able to plan workforce better and reduce the churn rate.
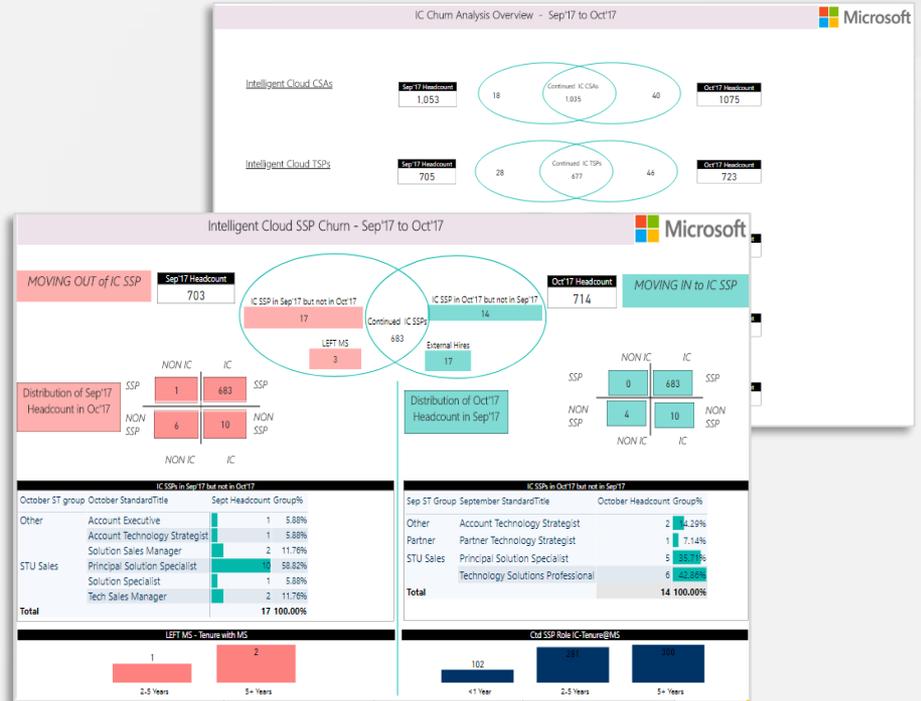
Microsoft Headcount Report

For Microsoft Intelligent Cloud unit, we also created a dashboard which helped them in workforce planning by comparing the blueprint value to actual value. We analyzed 5 ST's on different parameters such as Area, Qualifier, Role and presented the data in an intuitive manner.

- The report shows the migration of employees to/from different Standard Titles.

- We automated the process of analyzing headcount report. The report gets refreshed on changing the month thus saving lot of time and money on creating new reports from scratch.

- The dashboard helps simplify humans resources planning functions and tasks.

- This report with employee headcount data predicts whether the company's workforce can meet business needs

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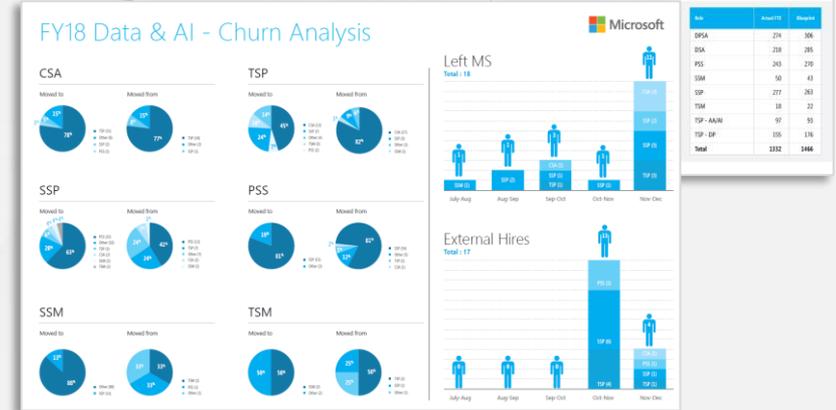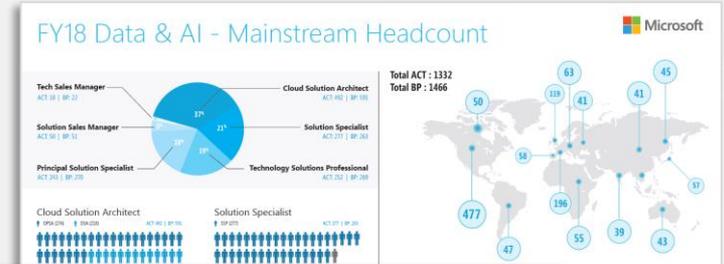
Profit-Margin Analysis Report

A leading manufacturing company was looking for a profit margin analysis report which can illustrate their company's profit and total sales by changing the variables like margin and discount percentage.

- We have created this report using the What-If analysis feature of Power BI which helps in substituting their own value for variables like Margin%, Discount % and Target Profit and observe the effect it has on the end output

- We have used the new **Bookmarking** feature to keep default variable values for different product categories.
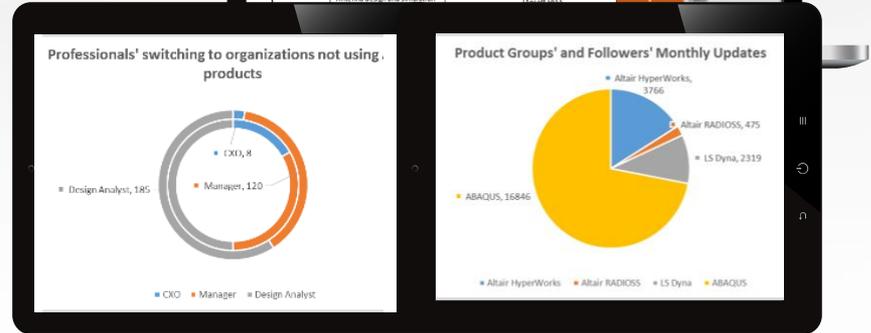

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Account Intelligence Profiling

Profile the target accounts and identify relevant business opportunities by conducting extensive research through publicly available information and through interviews.

Represent the key findings and analysis using an intuitive dashboards. This helps business to:

- Retain engagement with existing customers and safeguard product business in existing accounts

- Target product business in new accounts

- Marketing recommendations - Account wise, Product wise, Vertical wise

- Target accounts analysis

- Cross sell and upsell matrix

Account Journey Planning

Developed this interactive scheduling tool for a leading technology company where the account mangers need to optimize their sales efforts based on where the active conversations in accounts, opportunity stage and other factors
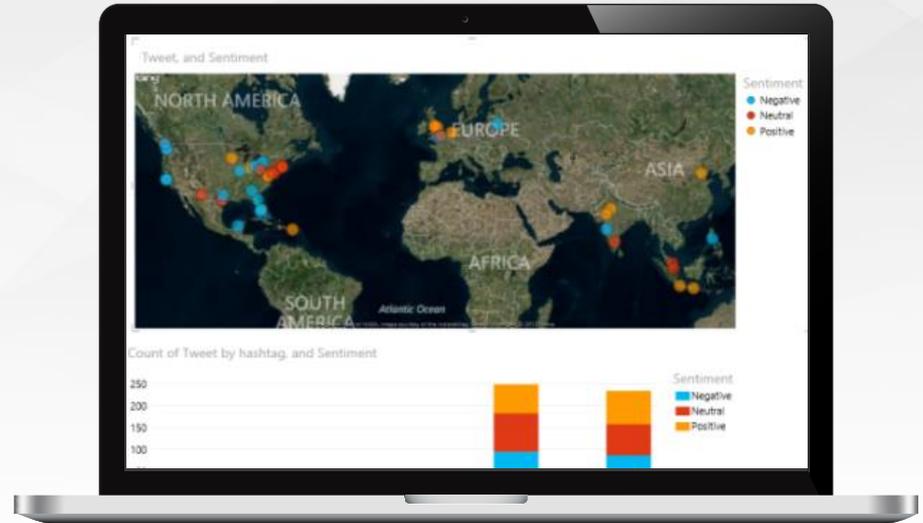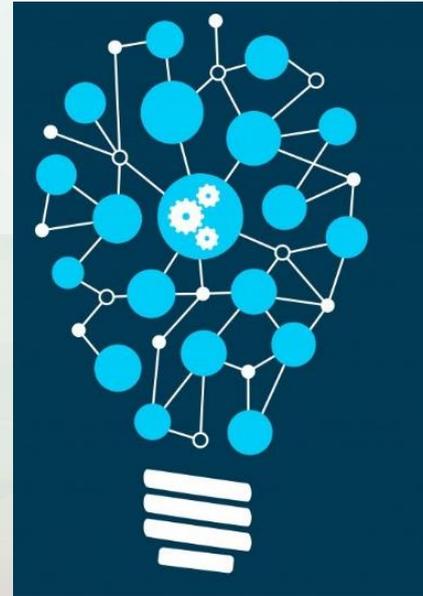
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Sentiment analysis

Brand/Product Sentiment Analytics

Developed a solution that is used to analyze Social data (Twitter tweets) in real-time to identify sentiment and trends.

- Aggregates data from social site to automatically identify emerging trends and prevailing sentiments to take action against insights

- Remove noise from social data, and classify according to the business taxonomies.

- Provide interactive dashboard-driven insights to the individual user and post level

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Trend Analysis for Apparel Industry

Create Sentiment Analysis model to understand customers' emotions behind the interactions made on social media sites such as Twitter

- Framework to collect and search for tweets that contain a particular keyword

- Load the data into the processing engine and then clean and filter it.

- Create a data dictionary for tracking sentiments like good, bad etc.

- Output through graphs, charts, and dashboards with interactive querying elements like filters and slicer.

AI and ML Powered Business Analytics

Applications across Industry and Segment

Product Personalization	Workforce Attrition Detection	Applicant Tracking and Onboarding	Fraud Detection
Sentiment Analytics	Diseases Propensity	Cross-sell/Up-sell	Drug Discovery
Workload Automation	Anomaly Detection	Optimize Labor Staffing	Pattern Recognition
Location Analytics	Marketing Mix Optimization	Chatbots for Customer Services	Risk Identification and Management
Lifetime Customer Value	Predicting Repairs and Upkeep for Machinery	Natural Language Querying	Market Potential for New Product Innovation
Loan Delinquency Prediction	Credit Card Fraudulent Transactions	Analytical CRM	And many more (customized per your objective)

High-level Workflow and Architecture

Project Online Opportunity Analysis for Microsoft

Microsoft was looking for help for the MS Field to aid deciding where best to focus for upsell/cross-sell.

We have conducted a deep, detailed, account level analysis using statistical methods and algorithms to study "Best-in-Class" customer characteristics of existing customers and to identify customers most likely to purchase with indication of upside license (& revenue) potential.

We have identified the potential customers for

- Upsell: Customers who are currently using Project Online and have potential for expansion.

- On Premise to Online (Project Cloud): Customers who are only using Project Desktop and have potential for transition to cloud.

- Dark to Cloud(Project Cloud): Customers who have purchased legacy Project licenses (Project 2003/2007/2010/2013) in past and have potential for transition to cloud.

Analytical Services for Hiring

Analytical Services for Hiring - to help you identify and shortlist the most potential and favourable candidate without having to spend time for scanning every profile manually.

- Analysis of candidates based on their social profiles, and professional activities across social networks and job portals

- Takes into consideration a wide variety of factors, including:
  - Home town, academic qualifications and current location
  - Past job experience, skills and current salary
  - Activities on social networks (LinkedIn)
  - Other additional sources

- Intuitive dashboard-driven insights enables easy identification of matched patterns

Employee Record Dashboard								Legend	0 = Information not

Name	Location Index	Job-Hop based Experience Index	Skills Index	Educational Qualification Index	LinkedIn Index	Naukri.com Index	Monster.com Index	Sal
Person 1	Low	Low	Medium	Medium	Low	Medium	Low	Med
Person 2	Low	Low	Medium	Low	0	High	0	Low
Person 3	Low	Low	Low	Low	High	Low	Low	
Person 4	Low	High	High	Medium	Low	Low	Low	Low
Person 5	Low	Low	Medium	Low	0	Low	0	
Person 6	Low	Low	High	Low	Low	Low	0	
Person 7	Low	Low	High	Low	0	High	Medium	
Person 8	Low	Low	Medium	Medium	0	Medium	Low	
Person 9	Low	Low	Medium	Low	Medium	Medium	Low	
Person 10	Low	Low	High	Medium	0	Low	Low	Med
Person 11	Medium	Low	Low	Medium	Low	High	Low	
Person 12	Low	High	High	Low	Low	Medium	Medium	Med
Person 13	Low	Medium	Low	Low	Low	Low	Low	
Person 14	Low	Medium	Low	Low	Low	Medium	Low	
Person 15	Low	Low	Medium	Medium	Low	Medium	Low	
Person 16	Low	Low	Medium	Medium	Low	Medium	Medium	
Person 17	Low	Low	High	Medium	0	Low	Low	Low

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Election Analysis

Election Analytics to explore the past election result data of a particular city (including constituency and wards), and compare the performance of political parties in that city on various criteria. This was done for one of the leading political party of India that was campaigning in that city.

- Created analytical models based on the election results from past one decade.

- Based on the analytical model, created a visualization to enable simplified analysis of past performance based on several criteria like location, position of party in past election, and several other factors

- It enables prediction of party in 2013 election based on the performance of candidates in previous elections.
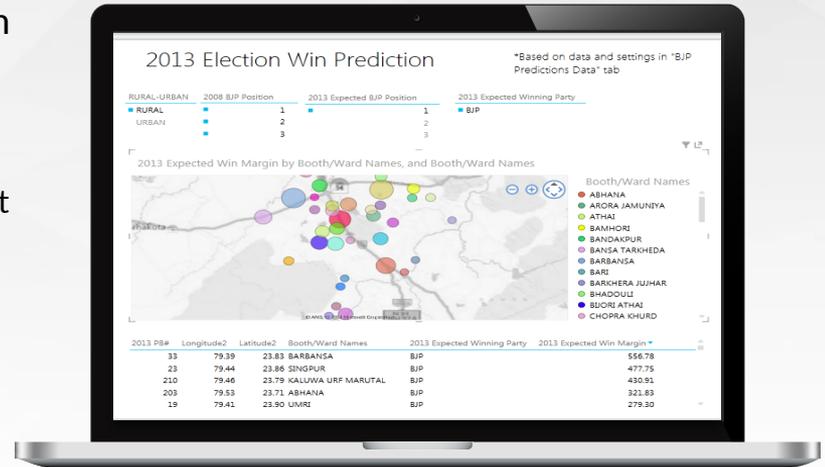
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Crime Analysis

Advaiya developed a solution that is used to analyze crime rates in United States using Microsoft's HDInsight Services.

- Gathered data from various authorized portals and government sites and processed them to perform different types of analysis

- Several factors were considered to be affecting crime, including education, population, employment, etc.

- Location based analysis was done to analyze the criminal activities at different locations of United States.

- Prepared interactive and intuitive reports in Microsoft Excel using Power Pivot and Power View., which enables drill down to specific area (State > County > City) levels for a detailed analysis.

Technology Expertise

Select Clientele

Unique Blend of Skills at Advaiya

Purpose led, Enabled, Empowered, and Managed Resources

Business Consulting and Marketing

User Experience and Creative

Technology Architecture, Development, and Implementation

Our consultants focus on business process understanding, digital transformation and building efficient systems. Our marketing expertise include positioning, audience targeting, and communication across media types.

We have expertise in designing and building solutions with modern cloud and other technologies including Microsoft SharePoint, Microsoft Project Server, Office 365, Microsoft Dynamics, Power BI, Microsoft Azure, AWS, Android, iOS, Sitecore and more.

Our user experience expertise help with intuitive interface designs for faster adoption across devices, technologies and use cases. Our creative team powers all aspects of design, editing, and communications functions.

The Advaiya difference

Purpose led – Understanding our customer's **business purposes** and **goals**, and providing **relevant services** to meet those **desired outcomes**

Partnerships – Investment in building partnerships with leading technology firms to enable **strategic value for clients** via relevant **relationships**, **knowledge**, and **expertise**

Cost effective scaling - **Competitive pricing** along with the proven ability to provide **capacity and scale**, and **adapt** to the needs of our customers

Flexibility – Unique model that allows us to work with clients as a **vendor**, **valued partner**, and a **trusted advisor**

Process maturity – Our **mature processes** ensures providing visibility and control, effective and timely execution, and high quality delivered

Extensive experience - **Proven track record** for relevant **solutions enablement** and **services IP** creation

Technology expertise – Expertise in working on **leading edge technologies** and **unique learning** model to **quickly** gain **context**

Design – Intrinsic to our all deliverables with focus on usability and esthetics, such that our work products appeal to customers

2005 ADVAIYA IS FOUNDED

4 LOCATIONS REDMOND (US), UDAIPUR, MUMBAI, AND DUBAI

10+ YEARS OF ENTERPRISE IT, CONSULTING AND MARKETING EXPERIENCE

100+ CLIENTS

1,000+ PROJECTS COMPLETED

JAS-ANZ
ICS
ISO 9001:2015   Reg No.: RQ91/9825

ISO Certified 9001:2015

Microsoft Partner
Gold Cloud Platform
Gold Collaboration and Content
Gold Data Analytics
Gold Project and Portfolio Management
Silver Small and Midmarket Cloud Solutions
Microsoft

TIMEXTENDER

amazon web services | Partner Network
CONSULTING PARTNER

sitecore
Certified Solutions Partner

Advaiya

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