Microsoft Partner
Gold Data Analytics
Gold Data Platform
Gold Cloud Platform
Silver Project and Portfolio Manag

Microsoft

Social Media Analytics by BertIA

The **Social Media Analytics by BertIA** solution is designed to gather all data analytics to Power BI, regardless of the data sources and systems used, in order to be able to draw conclusions from a single point.

Migrate all the data from the different social media networks used by the company in order to, from a single centralized point of information, be able to compare results and metrics using useful reports and dashboards that present the necessary information in each case for business decision making.

Process:

DATA EXTRACTION

The solution starts with the near real time data extraction from the different social media networks used by the company.

DATA STORAGE

The data is stored in ours's customer Data Lake to ensure that all the data is protected.

DATA TRANSFORMATION

The transformation and integration processes are developed in order to have a single data model that can be completely analyzed from Power BI.

POWER BI REPORT

Once this is done, the data is ready to create Power BI reports and dashboards to give the capability to perform a unified analysis of the social media data and more efficient decision-making process.

Our solutions

1. Data Analytics

Providing Insights is no longer an option.

We collect and analyze data to provide value and information for decision making, presenting it in useful dashboards and reports with the best technologies on the market.

We apply advanced statistical techniques and artificial intelligence, providing a qualitative plus and allowing us to know the past while building the future.

2. DataPlatform

DataPlatform to empower analysts.

Flexible and scalable Big Data solutions with Azure Data Lake, Databricks and Synapse that accelerate decision making and innovation. Order information and make it available in a controlled way with Azure Purview.

The base for advanced analysis with Machine Learning and Artificial Intelligence.

3. Power Apps & Process Automation

Improve and automate the business process.

We simplify repetitive tasks, automate, digitize and optimize processes in organizations by creating powerful applications in record time with Power Apps and the Low Code philosophy. Integrated with RPA (Robotization of Processes) and Power Automate (Automation of Flows) providing dynamism, flexibility, efficiency and scalability.

You will browse through customized and friendly user interfaces that will allow the organization to work from anywhere.

4. Artificial Intelligence

We use the power of data and intelligence to accelerate the future of organizations.

We solve challenges that classical computing and analysis cannot solve and that are increasingly important to approach. You have a partner to improve each area, optimize operational processes, know what may happen in the future or save a lot of costs and inefficient investments.

We improve the levels of competitiveness and capacity to face current and future challenges with guarantees, betting on technology that simplifies the daily work, each time more precise and adjusted to your needs, with greater intelligence, collaborating with an innovative, legal and ethical environment.