DataCraft
ANALYTICS

Business Intelligence
Analytical Tools
Agile Projects
Virtual Teams

About DataCraft Analytics

DataCraft Analytics Limited began trading in February 2017, offering our flagship analytics software along-side expert consulting services. We saw a need for small to medium size teams and businesses to access quality tools and sound advice on the use of data and the journey to transform it into information. DataCraft Analytics has been designed to fill this gap.

Since our inception we've grown to offer three distinct specialist software products and have clients across New Zealand from Whangarei to Invercargill and everywhere in between.

DataCraft Analytics delivers professional data driven digital services. We operate across the full spectrum of data science skills sets, including the supply of software to aide the data analysis process, consulting and contract resource in data acquisition, data cleaning, data matching, data modelling, quantitative analysis, spatial analysis and artificial intelligence systems.

Our software products focus on dynamic but automated data acquisition, transport and load, as well as secure data visualisation.

We believe in providing the right tools and support using our extensive knowledge to help teams, projects and organisations flourish.

Our speciality is crafting your data, to your needs.

Data Analysis

Charts & Infographics

Dashboards

Business Intelligence

Our Key People

Jayden MacRae
Chief Scientist

Jayden leads DataCraft Analytics, with 19 years of experience in data science, he has worked in health, energy, manufacturing and transport sectors. He is an accomplished data scientist and has won many awards, both individually and as part of high performing teams. These include the Supreme Health Innovation Award and and NZ Spatial Excellence Award.

Jayden has credibility, demonstrated through multiple academic publications including in the BMJ Open, BMC Medical Informatics and Health & Place.

Originally trained as a physiotherapist, he holds a Bachelor of Physiotherapy degree, a postgraduate diploma in Health Informatics with Distinction and a Master of Science with Distinction. He is a Member of the NZ Institute of IT Professionals, Health Informatics NZ, NZ Institute of Directors and is ITIL qualified.

John Grant
Chief Analyst

John is the Chief Analyst for DataCraft Analytics and is responsible for quantitative practices. John has worked for 20 years in information analysis in both health and primary industries, training and education sectors.

John's experience includes the integration of predictive models with complimentary data to identify operational opportunities in behavioural monitoring and modification.

John has led and built cohesive and highly performing teams and mentored a number of analysts who have gone on to succeed in national and international companies such as Fonterra, Atlassian and Xero.

John originally trained in Operations Research with a Bachelor of Science and a Postgraduate Diploma in Statistics.

Rachel Blanch
Product Owner

Rachel is DataCraft's Products Owner. Rachel is experienced at project co-ordination in the primary care sector. She has previously worked for Primary Health Organisations in roles responsible for managing projects, delivery pipelines and the customer experience using IT systems. She's a people-person who manages a wide variety of stakeholders' needs.

Rachel's role with DataCraft is to ensure that customers get the best experience from their use of our products and services by being a facilitator and a resource. She will often be the initial point of contact with customers and customers' clients. She regularly and proactively monitors our customers' products.

Rachel is a graduate of the University of Otago, with a Bachelor of Science and Bachelor of Physical Education.

" People are at the heart of successful information projects.

Our Products

Analytique™
Data Extraction

Analytique is a data extraction technology developed exclusively by DataCraft. It provides a centralised command and control structure that allows analysts to access data remotely stored in siloed databases.

Analytique uses industry-standard security to help transport data safely.

With set-and-forget technology, analysts never need to remember to extract data again. This software simply runs in the background and provides data on a regular schedule, from every few minutes, through to every week, month or quarter.

Lyvwyr™
Secure Data Transfer

Lyvwyr is DataCraft's exclusive digital secure data and file transport technology. Lyvwyr integrates seamlessly with our technology stack to quickly and reliably transfer data between your siloed data sources and your central data storage.

We use industry standard encryption; along with highly secure multiple cycling keys to further secure data during transit. The end result of Lyvwyr secure data transfer is that data is triple-encrypted.

Thalamus™
Data Visualisation

Thalamus is DataCraft Analytics proprietary delivery mechanism of business intelligence visualisation. We use a combination of Microsoft Power BI, wrapped in a detailed user access control matrix.

Thalamus enables all users to have their own account to access visually stunning reports. Their login enables us to deliver contextually sensitive information to them, showing appropriate reports, and data for their role and where they work. Thalamus enables the provision of access to approved reports to both internal and external stakeholders.

Reports are interactive, allowing users to filter as needed by simply clicking on interactive elements.

Our Services

Geospatial Analysis

Spatial analysis is a special discipline of analytics that uses location data to create maps and generate new insights about data and its environment. DataCraft Analytics has award wining spatial geographers to help you out.

Business Intelligence

Taking data and turning it into insights that help guide your business and decision making is the heart of Business Intelligence.

Empower managers and business leaders with the right information at the right time. DataCraft Analytics has over 40 years of experience in delivering easy to understand information.

Data Analysis

Solid analysis underpins all of what we do at DataCraft. We understand the basis of information, how it is generated and where it comes from. This gives us the ability to work with your business to deliver analysis that is meaningful and reflects the reality of your staff and customers.

Research

We work with Universities and the academic community to enable insightful and world leading research. We can take this same academic rigour and apply it to our day-to-day work.

Our methods and analysis have been published in world leading academic journals.

Natural Language Processing

This technique alleviates the need for clinicians to code consultations. It is effective in reducing 'coding bias' both between providers but also for the same provider over time. It has applications in both retrospective analysis; and combined with Analytique can form part of an advanced disease surveillance programme.

Dashboards

Dashboards give end users a quick at-a-glance overview of key metrics. At DataCraft we combine these with deep drill-through insights to cater to every level of information need.

Providing a single report to deliver the required overview and detailed information to many types of users requies both science and art.

Charts & Infographics

Pictures are worth a thousand words. We are experts at crafting data into the right visual style for your needs. No matter if its a one off graph, or an ongoing infographic report we can get your data to the people that need it in an engaging and stimulating way.

Applications

DataCraft Analytics are specialists in developing data driven applications. We develop our own tools like Analytique, Lyvwyr and Thalamus but we can also build bespoke applications to meet your needs.

Our Approach

We prefer to use Agile to deliver projects. This means we become a part of your virtual team and allows more flexibility with how we approach our work for you.

Delivering Agile projects means we work in short blocks (usually 2-4 weeks). We agree ahead of time what you want us to work on over that period and we progress that work for you, we check in from time to time and deliver what we can within the time available. Working this way means you get regular progress on work because we work towards deliverying outputs at every check-in. It also means you have the flexibility to change your priorities and alter the project deliverables as your understanding of your needs develop.

Larger projects and ongoing work are delivered by the consecutive outputs from each block of work.

Agile is particularly effective for budget conscious organisations; as the resource is fixed, and if changes are needed, these can be made to the timelines or deliverables before the project budget. Having regular check-points gives you visibilty of the project and how it is tracking.

We use a virtual board to create tasks and to track what is being worked on, and what is in the backlog (waiting to be worked on).

" Agile is about being flexible, delivering outputs quickly and working with you as a customer as your needs grow and develop.

DataCraft Analytics

DataCraft Analytics works across the country.

Our tools let us work as a virtual team along side you.

Our Clients

Analytique™

Automated distributed data capture you control
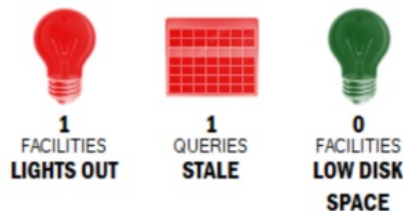
Bring Data Together

Bring all your distributed data together, easily and quickly. Data no longer needs to be siloed. Analytique gives tools to organisations to manage the orchestration and ingestion of data into a data lake, data warehouse or other data store.

Analytique is a tool set for BI teams to query and collect remote data, seamlessly with minimal ongoing effort. Set and watch the flood gates open as data flows quickly and regularly into your organisation.

STATUS	MINUTES	FILES WITH	FACILITIES
IDLE	SINCE LAST LOAD	LOADER ERRORS	AGENT ERRORS
	1	0	0

Analytique is a software system designed to unleash the power of siloed data. Your data may be stored in many physical locations, without direct network access. Analytique can collect these data regularly and effortlessly and push them into a data lake or feed a data warehouse.

Data can be updated with ease on a daily, weekly or monthly basis; depending on your needs.

FACILITIES LIGHTS OUT	QUERIES STALE	FACILITIES LOW DISK SPACE
1	1	0

You can choose to receive the extracted data yourself; no third party involved. This can be particularly useful for sensitive data and boost the power of data governance. You have all the tools to author, distribute and receive and monitor data extracts; putting you in control of your organisational data ingestion pipeline.

Any Data, Any Time

Analytique connects to a myriad of data sources and uses a set-and-forget approach to deliver data on a regular schedule.

Secure by Design

Analytique uses three layers of encryption to protect data. Its been built from the ground up to extract and transport sensitive and private data sets.

It uses 256-bit Advanced Encryption Standard to protect data both at-rest and in-transit. The integrated Agent and Loader components make data security a seemless part of your data acquisition workflow.

Monitor Proactively

Don't wait for your customers to spot gaps in your data. Analytique provides your organisation with all the tools to author extracts when needed, but to also pro-actively monitor remote and siloed data sources. Understanding data completeness at both a macro and micro level helps you manage your insight pipeline.

Collect detailed information on meta-data and metrics for remote and siloed sites including query run times, next scheduled extract times, stale data and free disk space.

Data Comparison Technology

Analytique uses proprietary data comparison technology to scan distributed target data sources for data changes. Using this approach you'll never miss changing data again.

Data comparison is an improvement over traditional incrementation logic based on date tokens. It quickly and efficiently scans target data sources and can identify any data that has changed, been added to or even deleted. These changes are transmitted back to your centralised data storage where they are applied by the automated load software.

Thalamus™

Visually engaging and secure interative insights

Your Data | Your Reports

Thalamus is a web portal that provides stunningly interactive reporting to both internal and external stakeholders. It has been designed to meet the tough needs of those wanting to keep their data private , while still being easy enough for all types of customers to use.
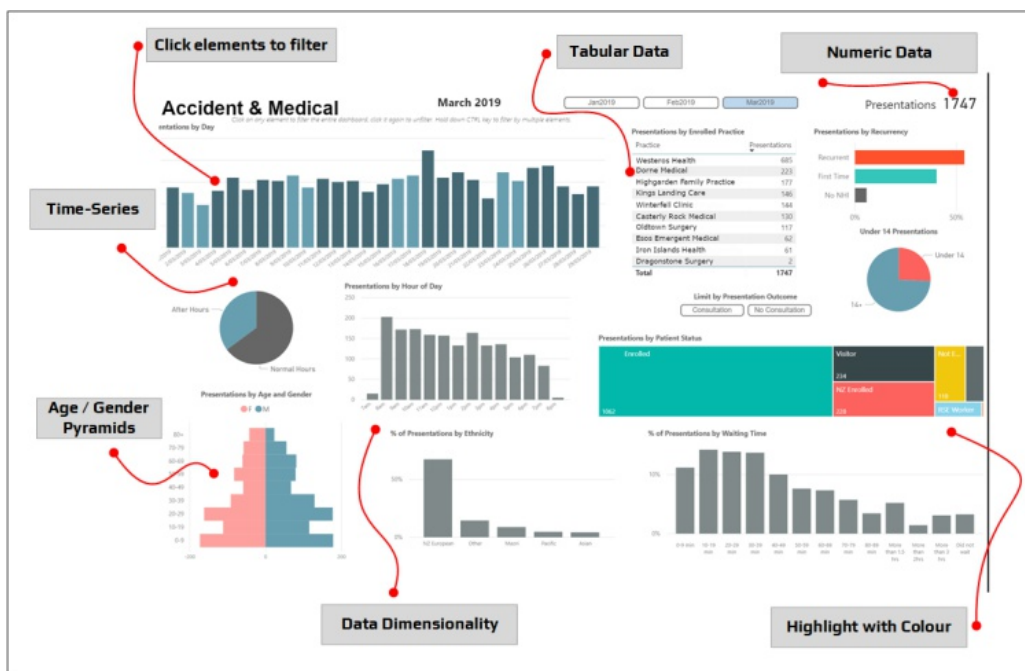
Thalamus uses Power BI as the interactive reporting engine, but wraps around a suite of security and extended functionality.

Privacy By Design

Thalamus applies its own layer of privacy controls to identity data. Ensure that your customer identity data is not exposed to the cloud using Thalamus Identity Protection Protocol. With this toolset you can encrypt data on a facility-by-facility basis before it goes into the cloud. The data can only be decyrpted by those with the right security controls in their own browser. In this way, identity data is never exposed to the internet.

Access to Thalamus can be configured for two-factor authentication to further increase security of the platform data.

Drill Through

Thalamus allows you and your customers to drill-through to line-level data and to transparently decrypt identity data on the fly.

Understanding how data is composed of its most atomic units can help drive improved performance.

Access Control Matrix

Thalamus supports a comprehensive access control matrix. Use group based roles and facility assocations to control who can view reports, who can drill-down to facility level data and who can drill-through to customer identity information.

Thalamus significantly simplifies and scales existing Power BI row-level access controls to data.