



**Industry:** Big Data

**Deliverables:**

- Dashboards
- Reports
- KPIs
- Insights

**Technology:** PowerBI, My SQL, M-Query & Power BI Embedded

**Technology Integrations:** SQL, Excel Files, CSV Files, Txt Files, Xml Files

**Country:** Japan

## Project Goal:

Three project goals were established:

- To reduce the labor costs of collating, assembling and manually preparing the reports
- Drastically improve the accuracy and timing of the reports
- Creating a business intelligent system whereby reporting would no longer be reliant on a manual process, and be capable of giving valuable actionable insights to understand the customer behavior based on real-time demands and offer services accordingly.

## Challenges:

- Until now the reports were collated, assembled, & prepared manually in Excel spreadsheets.
- Lack of robustness and flexibility to deal with the large quantity of data
- Absence of proper platform for data extraction and evaluation.
- Centralizing and modeling enormous stock of data consumed more time and resulted in errors
- It was very difficult to filter the data on the basis of:
  - Demographics
  - Service Requests
  - Customer demands
- Accuracy had become an issue decreasing productivity and profitability.
- Lack of proper medium to reach more regions based on service requests.
- Expanding business with conventional method was a challenge.

“Leveraged a cloud-hosted Power BI Solution to obtain up-to-the-minute information in graphical form along with accurate data filtration, informative reports generation, and personalized dashboard.”



## Solution:



Considering the client's requirement to process the large data collected from multiple sources in multiple formats, predict customer behavior using data analytics, set outcome goals and track progress, we suggested them the Azure cloud-hosted Power BI Solution.

The goal was to establish a robust, secure, yet flexible analytics platform that would automate their manual process of collecting, assembling and preparing reports in Excel spreadsheets. The customized report generated would also solve problem of making actionable insights from strategic to the operational in a complete, accurate, timely, relevant, and consumable format.

Privacy of the data has been a top priority which was also served by the Power BI solution. With the help of the following functionalities client was now able to uncover hidden patterns, correlations and other insights.

- Data Extraction, Transformation & Loading (ETL)
- Data Filtration & Data Modelling
- Structure Data Handling
- Large Data Searching, Data convergence
- Reliable Analytics with Insights & Visualization
- Render Dashboards

## Features:

- Dynamic reports based on equipment types, services, customers, locations, and amounts
- Comparison between Previous/Current Year
- Demographic reports
- Service Failure/Success Report
- Seamless integration with the existing environment
- Personalized Dashboard
- Daily Notifications
- Embedded code to support various platform

The main objective of the client was to keep a track of the services they provide at different locations and wanted easily understandable reports to get precise information about which region receives more service requests or which age group demands more services or which field required more service providers so that they could fulfill their customers' requirements proactively.

The simple process helped them generate report, publish it to Power BI report server and distribute as well as consume across the devices. This provided them:

- Daily Service request reports
- Weekly Service request reports
- Monthly Service request reports
- Dashboard : Client's Performance
- Dashboard : Customer's Performance
- Filtered reports according to specific service request (age wise, region wise, service wise etc.)

## Result:

The Azure cloud-hosted Power BI based business intelligence solution allowed client to efficiently manage their maintenance and repair service providing work. The interactive visuals and detailed reports unlocked critical business insights on customer service from different regions, demand for specific services, demographics, and customer behavior to support client in taking intelligent decisions.

With Power BI reporting has become instantaneous for the client with data automatically refreshed daily and all reports are available to the users on demand via a web browser. The majority of the reports are service-based, location-based and customer-based which easily guides in analysis and decision-making as they set out to create fans and not customers.

The quick and accurate information readily accessible to the sales and marketing team enabled strong relationships with their key customers. The client could see the impressive potential benefits and were easily able to understand how they are performing in different regions, their impact on the customers they serve, reach more customers on the basis of specific service requests and offer services based on real-time customer demands, augment sales, increase customer loyalty and expand their business.

The cloud-hosted business intelligence and analytics services eliminated the memory and speed constraints while ensuring that the data can be easily analyzed and retrieved.



+91 792 657 9333

info@kcsitglobal.com

www.kcsitglobal.com

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