



Azure Foundation Power BI Quick Starter Package

For more information, connect with us at
www.thakralone.com/contact

Why Thakral One





Headquartered in Singapore is a technology consulting and services company focused on core business applications, banking, solutions, digital technologies and data analytics. We are an experienced Microsoft Solutions partner, certified gold in competencies across nine solution areas including Cloud Platform, Productivity, Datacenter and certified silver in competencies across three solution areas.

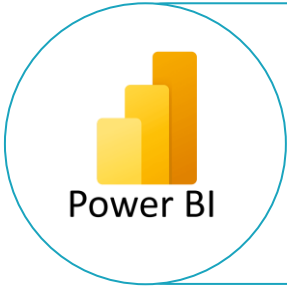
Diversified skills and capabilities across industries and technologies

Strong expertise in the areas of Functional, Technical, Architecture, Project Management, Technical Support, Risk Management, among others

30+ Certified Microsoft consultants in the region backed by premier support team from Microsoft team

Thakral One offers services in **Analytics foundation** that includes different shirt sizing from Simple to Medium to Advanced Power BI dashboards. These Dashboards may involve advanced charts such as Sankey Chart diagrams or Burn up charts.

| Service Offering | Type of Service | Details |
|---|--|---------------------------|
| Power BI Foundation Offering  | Power BI: Simple  | 10 DAX calculations |
| | Power BI: Medium  | 10 to 20 DAX calculations |
| | Power BI: Advanced  | 20 + DAX calculations |



Power BI Starter Pack Coverage:

- Power BI Implementation, includes:
 - ✓ Implementation of Dashboards under various options
- Power BI Enablement Sessions:
 - ✓ This covers customised training course and enablement of customers on Power BI

| Power BI starter pack implementation options | | ★↑ | ★★↑↑ | ★★★↑↑↑ |
|--|--|--------|----------|----------|
| | FACET | SIMPLE | MEDIUM | ADVANCED |
| Data Preparation | Basic data transformation | ✓ | ✓ | ✓ |
| | Data Consolidation | ✗ | ✓ | ✓ |
| | Multi-step Queries | ✗ | ✗ | ✓ |
| | Use of complex Power Query formulas | ✗ | ✗ | ✓ |
| Data Modelling | Source Tables from Data Warehouse / Data Marts | ✓ | ✓ | ✓ |
| | Integration of star schemas | ✓ | ✓ | ✓ |
| | Use of non-dimensional data source | ✗ | ✓ | ✓ |
| | Derivation of master/reference tables | ✗ | ✓ | ✓ |
| | Management of many-to-many relationships | ✗ | ✗ | ✓ |
| Visualization | Standard out of the box visualization | ✓ | ✓ | ✓ |
| | Highly customized visualization | ✓ | ✓ | ✓ |
| | Use of Standard DAX Calculations | ✗ | ✓ | ✓ |
| | Use of Advanced DAX Calculations | ✗ | ✗ | ✓ |
| | Count of calculated columns/measures, hierarchies and groups | 10 | 10 to 20 | > 20 |

Power BI Enablement Topics:

- ✓ Power BI Basics
- ✓ Power BI Desktop
- ✓ Data
 - Preparation
 - Modelling
 - Visualization
- ✓ Power BI Service
- ✓ Power BI Mobile
- ✓ Power BI Optimization

Foundation Analytics



CUSTOMER EXPERIENCE
MONITORING & ANALYSIS

KPI
Measurement & Monitoring

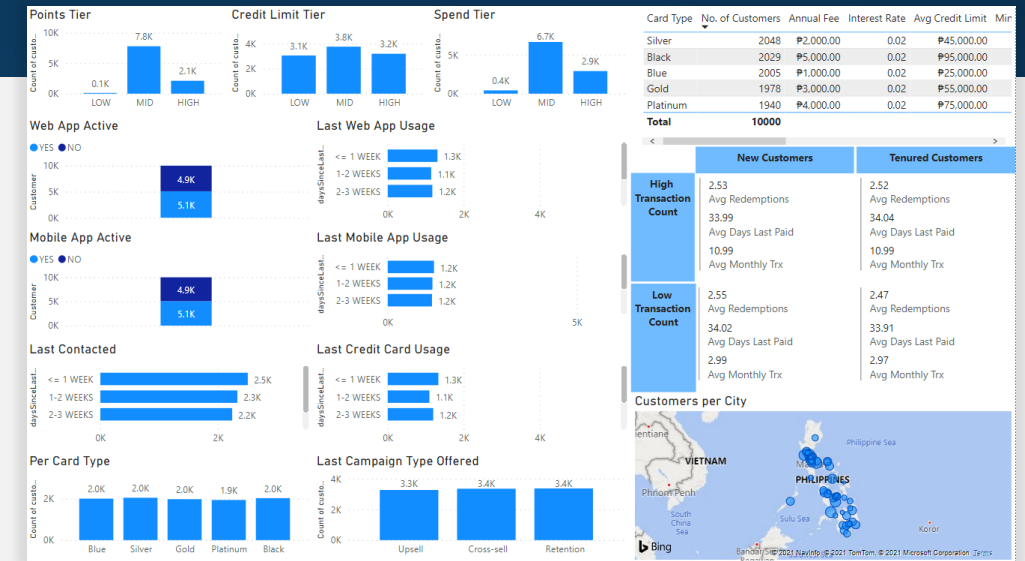
Post-campaign
Analysis & Insights

Campaign Reach Analysis



- Which channel should I focus more on for my campaigns?
- When was the last time my customers have been contacted?
- What is the customer profile of my active and inactive users?
- Does the last campaign type offered most likely affect the activeness of my customers?

Quadrant Analysis



- Redemptions, days since last payment, and monthly transaction count of:
 - New vs. Tenured,
 - High transaction vs. low transaction customers