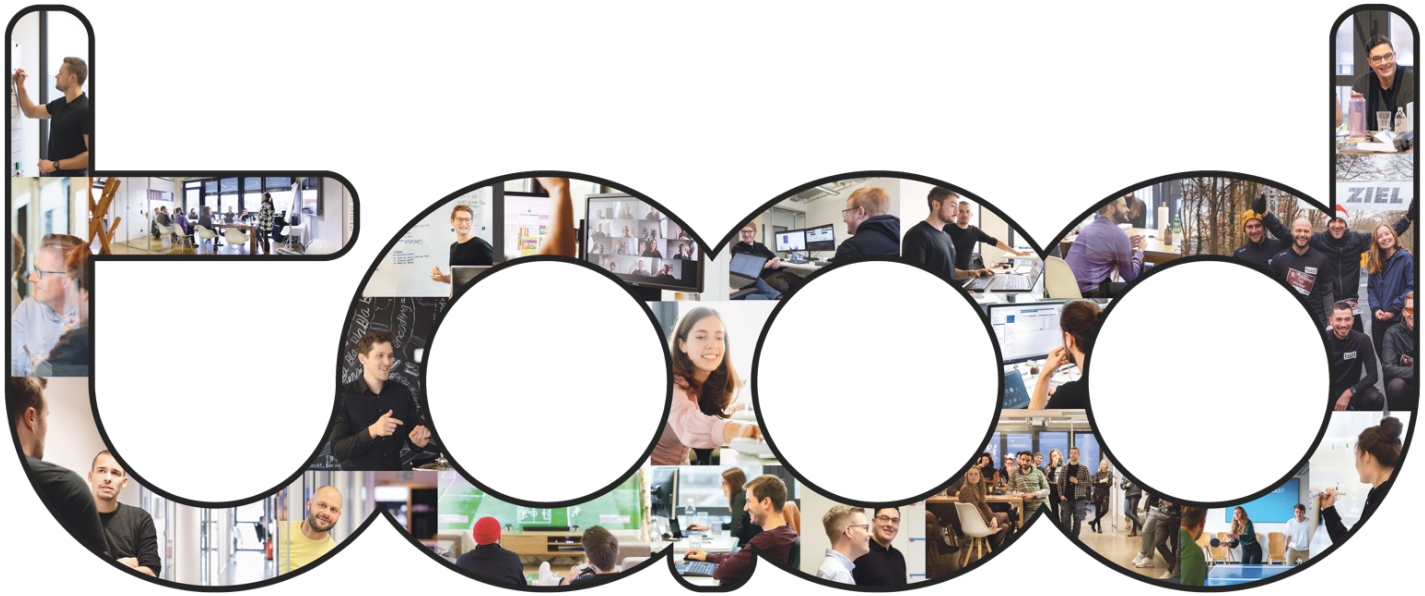


we are dataful minds

Presentation of taod Consulting GmbH

About us

250+
Innovative customers

350+
Projects

1.900+
Trainings certificates

60+
Employees

snowflake

Airbyte

dbt Labs

Power BI

tableau

Azure

Fivetran

Microsoft Partner
Microsoft
Gold Cloud Platform
Gold Data Analytics

Y42

Services & performance areas

Services & performance areas

Data Strategy

We help to find and elaborate a global strategy in the area of data governance and data architecture.

Cloud Management

With our consulting we help you implement your architecture or build your modern data stack.

BI & Data Analytics

Together we develop dashboards and perform data analysis with the data provided.

Data Science

We implement data science projects from data preparation to data modelling and training of models.

Project team

We help out with individual project members as well as with an entire team, for both short- and long-term initiatives.

Trainings

The know-how of employees is crucial. We support companies in building up the necessary knowledge.

Data Strategy

The path to data strategy...

... is data-focused.
... is implementation-oriented.
... is use case driven.
... involves both people and technology.
... is clearly structured.
... is iterative and agile.

Data Strategy

	Understand the business model	Right questions	Identify use cases	Etablish data culture
Objectives	• Corporate vision • Value proposotion • Target customer group • Market environment	• Create the questionnaire • Define the data maturity level • Identify the data stakeholders	• Identify the data use cases • Create the data roadmap	• Test, validate and roll out the date use cases • Collecting and integrating user feedback
Methods/Tools	• Business Model Canvas • Analysis of the value chain • Target pyramid • etc.	• Questioning techniques • Interviews • Analysis of the analytical maturity level • Data map • etc.	• Data Use case template • Evaluation ofe use cases • Data roadmap template • etc.	• Data Discovery Session • MVP-approach • Data Strategy Canvas • etc.

Cloud Management

Query and processing

Sources	Acquisition & transformation	Storage	Historical	Predictive	Output
Generation of relevant business and operational data	Extraction of data from operational systems Loading of data towards storage environment and harmonisation Transformation of the data to bring it into a structure that can be analysed	Storage of the data in a suitable access format Optimisation of access and data storage (scaling, compression)	Provision of interfaces for analysts to execute queries and models Observation of historical processes and facts	Predictions about the future Data-driven / ML applications	Presentation of analysis results to onternal and external users Further arbitrary uses of the prepared and analysed data
Activities and measures in the context of data managemnt and data governance					

BI & Data Analytics

1 Selection

- What special features does the company have?
- Which user groups will work with the analyses in the future?
- In which aspects do the BI tools differ on the market?
- Which BI tool suits the company best?

2 User requirement

- From which departments and hierarchcal positions do the user groups come?
- How familiar are the user groups with digital tools and working with data?
- What specific questions do the user groups want to answer with the analyses?
- How can the analyses be integrated into decision-making processes?

3 Analysis

- How must the company data be structured to cover the requirements?
- What level of complexity in the analyses is appropriate?
- Is there information that only certain people in the organisation are allowed to see?
- Translating the business questions into appropriate data analyses?

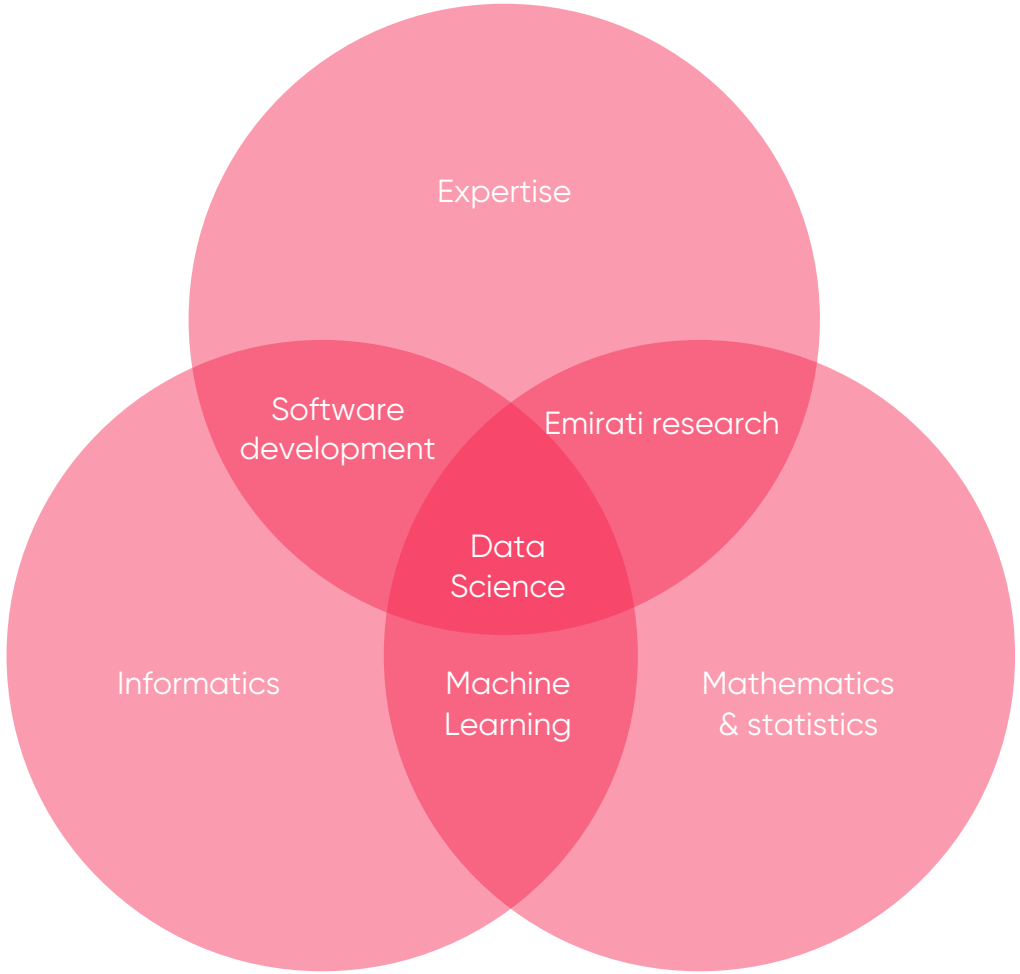
4 Visualisation

- How can the visualisations be structured so that users can find their way around quickly and easily?
- Which visualisations are best suited to the user requirements?
- Which filters are needed?
- Which interactivity in the visualisations is appropriate for the respective user group?

Data Science

Data science is concerned with...

... the analysis of (large) amounts of data,
... the identification of trends, patterns and anomalies,
... the prediction of events
... as well as the automation of processes for which artifical intelligence is required.



Data Science

1 Comprehension

- What insights are to be gained?
- How can data be used effectively for the company?
- How does data science work?
- What solutions does data science offer?

2 Analyze

- What data is available?
- What processes exist in the company?
- Which use cases can be implemented quickly?
- Which stakeholders are needed?

3 Brainstorming

- Which data is suitable for data science?
- Which data science models are suitable for the use cases?
- What skills are needed for implementation?
- What improvemnets can be made to the processes?

4 Implementation concept

- What are the opportunities and risks of the use cases?
- Where can the greatest added value for data science projects be found?
- How quickly can the investment be refinanced through the savings?
- What competitive advantages arise from the use?

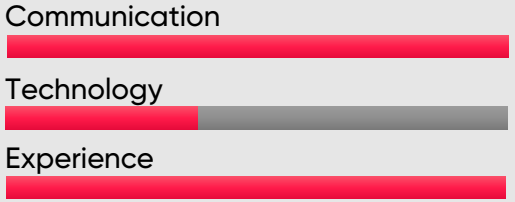
Project team

Project Manager

Tasks

- Preparation of the project plan with regard to deadlines, process and budget
- Risk assessment
- Coordination of tasks and responsibilities of team members
- Monitoring the budget throughout the project
- Communication with all stakeholders, preparation of the post calculation and the final report

Expertise

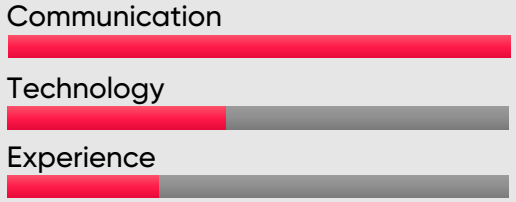


Data Analyst

Tasks

- Assessing the needs of the individual departments
- Collecting and integrating data into decision making
- Interactive evaluations and analyses
- Presentation of results

Expertise

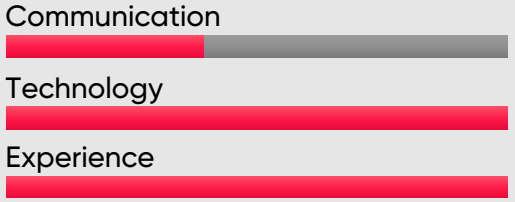


Data Engineer

Tasks

- Reliable implementationn of analysis requirements of the data analyst
- Intelligent design of data sonstructs
- Selection and implementation of value-added tools
- Connection and provision of data data sources
- Maintenance and quality assurance of current data products

Expertise

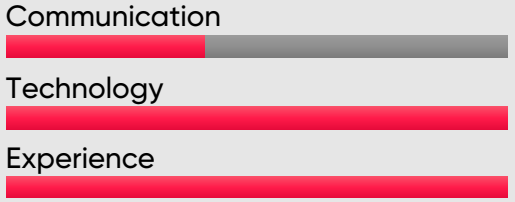


Data Scientist

Tasks

- Enriching data with forecasting and advanced analytics
- Implementing the power of AI across the enterprise
- Generating answers and insights to analytical questions
- Advising the data value creator and communicating appropriate solution

Expertise



Trainings

snowflake

dbt Labs

Power BI

tableau

References

The Snowflake multi-cloud data platform enables key data workloads through a single central platform, not only unifying data platorms across the enterprise, but also managing them under security policies.

Day 1 – Data Loading

- Integrating data in Snowflake
- Moving data into Snowflake
- Bulk vs. continuous loading
- Alternative to loading data

Day 2 – Data Transformation

- Process data in Snowflake
- Error Handling

Day 3 – Data Unloading

- Process data in Snowflake
- Error Handling

Day 4 – Data Visualisation

- Dashboarding in Snowflake
- Verwendung und Verwaltung von Dashboards

With dbt labs, data can be transformed quickly and easily directly in the data warehouse. The data build tool has a simple interface that makes it possible to create, test and manage models and SQL statements even without advanced engineering know-how.

Day 1 – Learning dbt labs basics

- Benefits of dbt labs, role of dbt labs in the Modern Data Stack
- Technical basics
- Overview of analytics Engineering
- Basics of dbt labs and project design
- Building a basic setup
- Defining models

Day 2 – Deepening through own dbt labs cloud implementation

- Configuration and Source Freshness (latest update)
- Data tranformation with SQL
- Use of macros
- Use of tests
- Documentation in dbt labs
- Deployment/orchestration

Power BI is Microsofts business intelligence tool that enables data professionals to analyse, visualise and report on data across the enterprise.

Day 1 – Learning Power BI

- Technical basics
- Explanation of Power BI terminology
- Useful preliminary considerations before starting an analysis
- Exemplary applications of Power BI
- First exercises

Day 2 – Mastering Power BI

- Introducing to DAX functions
- Creating complex calculations for data processing
- Applying statistical methods for data analysis
- Applying guided analysis techniques, implementing interactive dashboards and design best practices
- Use of Power BI in the context of daily work

Throough modern, diverse and understandable visualisations of data, tableau prepares the basis for intelligent business decisions based on reports.

Day 1 – Learning tableau

- Using the workspaces in tableau
- Introduction to tableau terminology
- Useful preliminary considerations before starting an analysis
- Preferences of visualisation types per analysis objective
- First exercises

Day 2 – Mastering tableau

- Complex calculations to gain additional insights into data
- Incorporate sophisticated chart typed into your analyses and dashboards
- Use level of detail expressions to control granularity
- Format your visualisations and dashbords for maximum impact
- Use tableau in your daily work

vodafone

taod

- Regular in-house training
- Training courses for various departments
- Competent contact persons also after the trainings
- Approx. 35 BI trainings per year

66 With taod, we have one of the most high-profile training providers at our side. The Feedback from the participants is about average (NPS is usually 100). The changeover from COVID19 to 100% virtual was as smooth and uncomplicated as if there had never been classroom training. We look forward to many more years together. 99

Andreas Gerwig, Ideas and Innovationmanager

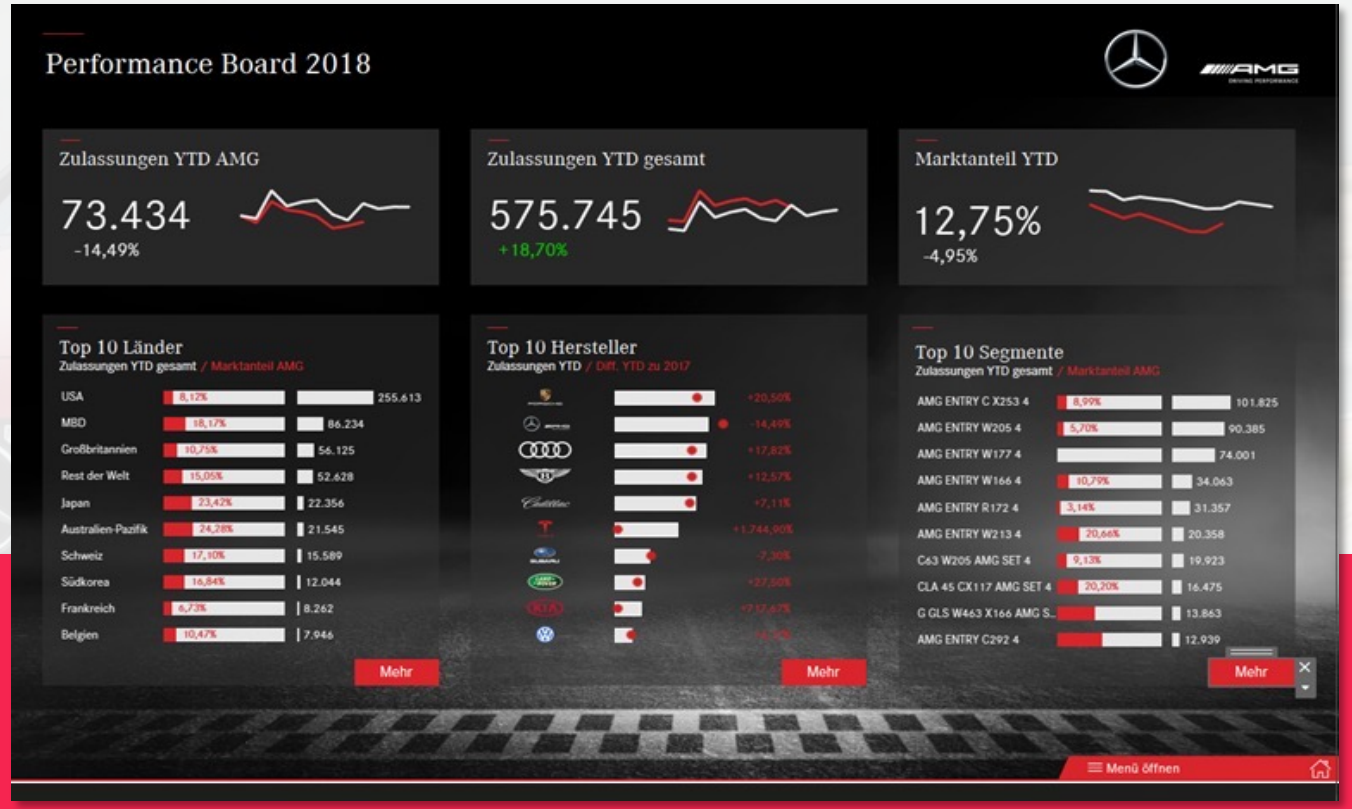
- Power BI trainings
- Training to different departments
- Establishment of company-wide reporting in production & logistics

66 Working with taod is easy and straightforward. Taod has helped us to expand our data analytics skills and train over 40 Power BI users for us. The content is adapted to our needs and guarantees that our learning objectives are achieved. All trainings are conducted by experts and are not only very instructive in terms of content, but also a lot of fun. 99

Melissa Martinez González, Operational Technology Manager Supply Chain

References

- Migration and development of a data and analytics platform
- Cross platform customer journey tracking
- Building an ELT pipeline with Fivetran, Snowflake and dbt
- Enablement of the data team



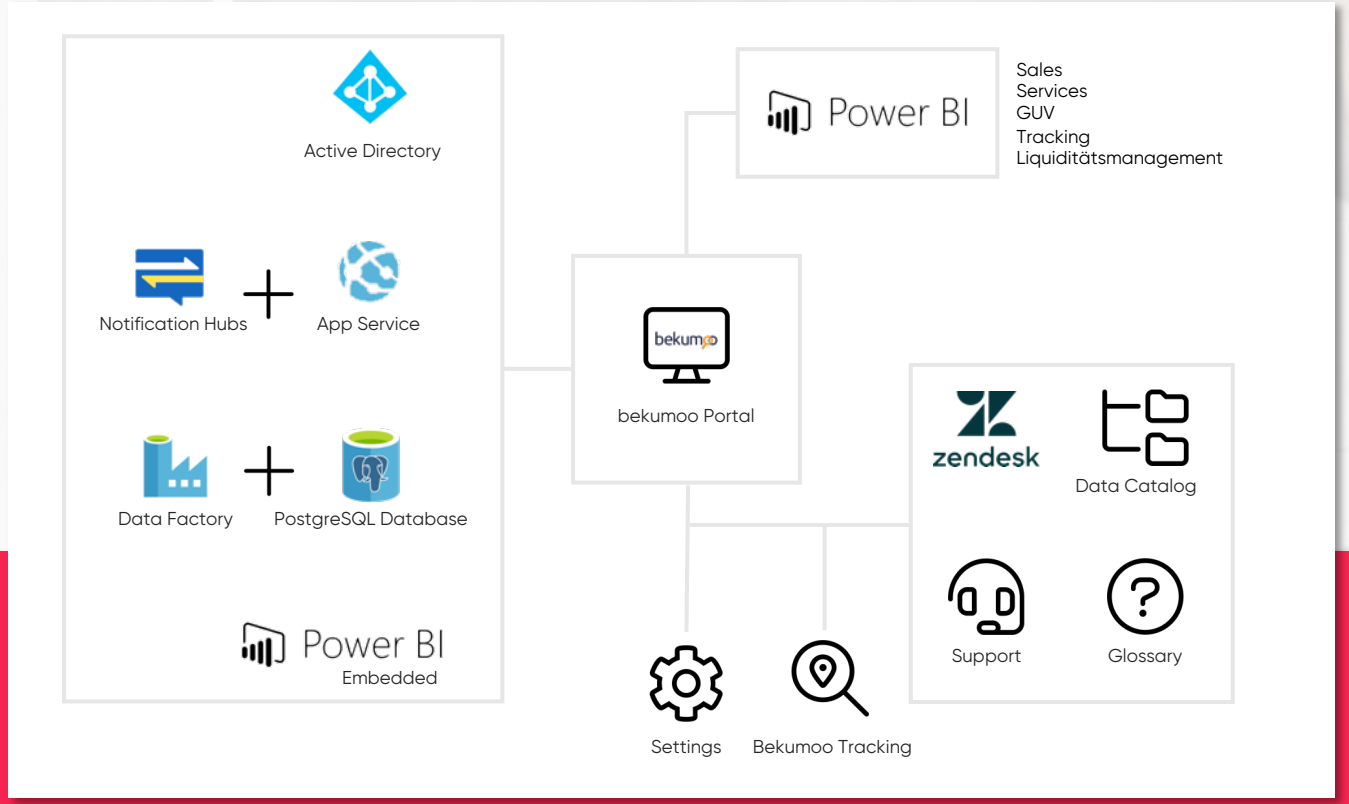
Our services in the areas of:

Data Strategy
Data Management
BI & Analytics
Webtracking

bekumoo

tood

- Modern car dealership controlling
- Development of an analytics platform based on Azure Cloud Native Services and Power BI
- AI-controlled process assistant for car dealerships and service operations



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Data Project Team
BI & Analytics

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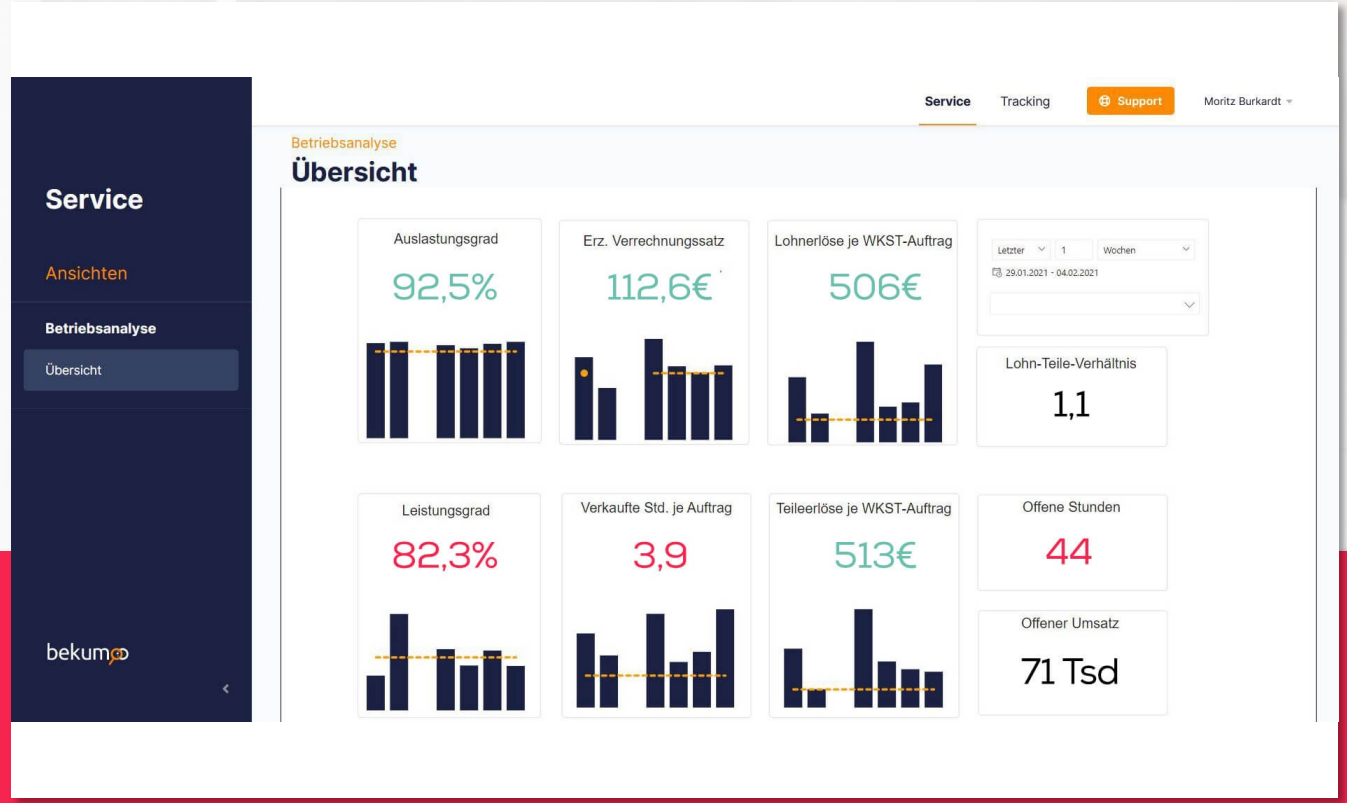


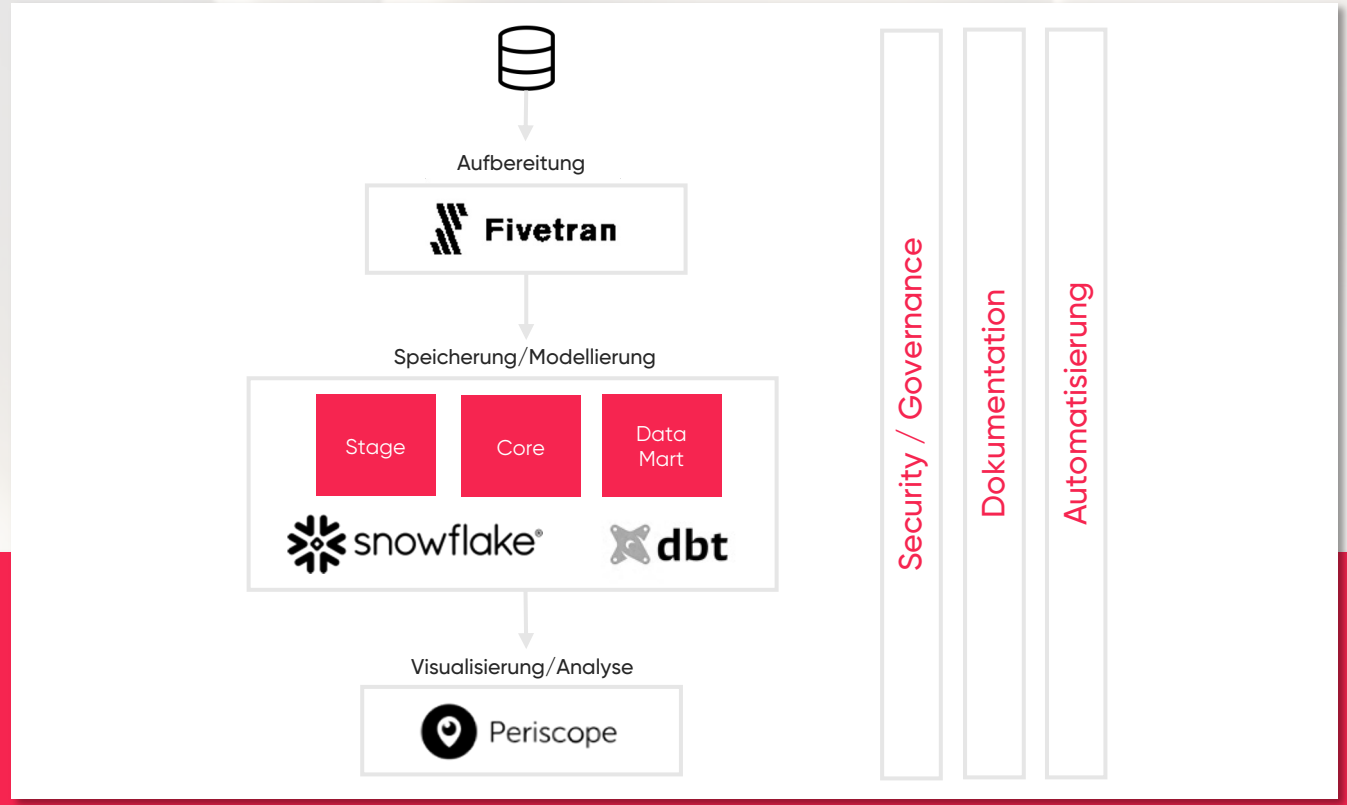
Our services in the areas of:

Data Management
Data Strategy
Data Project Team
BI & Analytics

Blinkist

tood

- Customer Analytics Platform
- Migration and development of a data and analytics platform
- Cross platform customer journey tracking
- Building an ETL pipeline with Fivetran, Snowflake and dbt
- Enablement of the data team



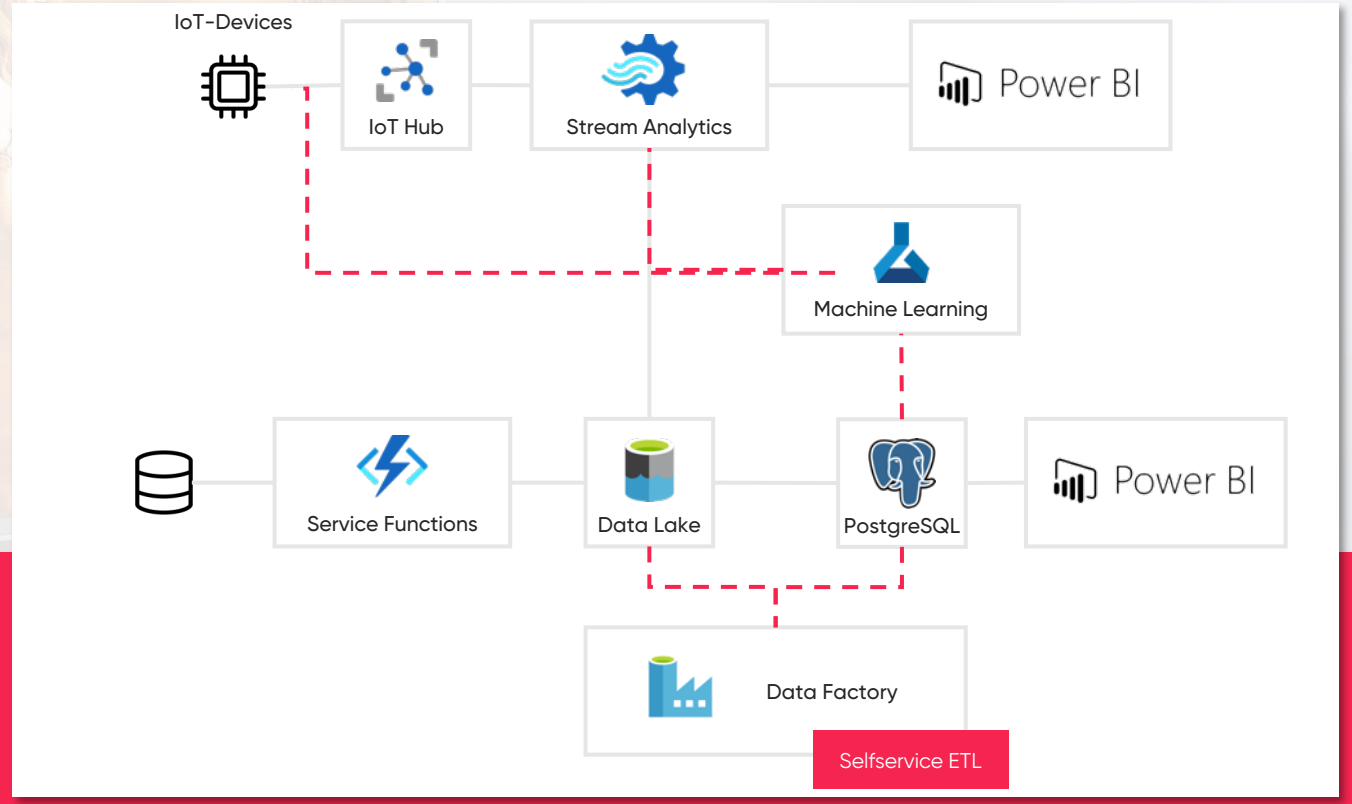
Our services in the areas of:

Data Strategy
Data Management
BI & Analytics
Webtracking

HD +

tood

- Conceptual design & implementation of a data strategy
- Development of an IoT real-time analytics platform
- Device managment of over 2,000,000 IoT devices
- Processing of over 2 billion data records per day



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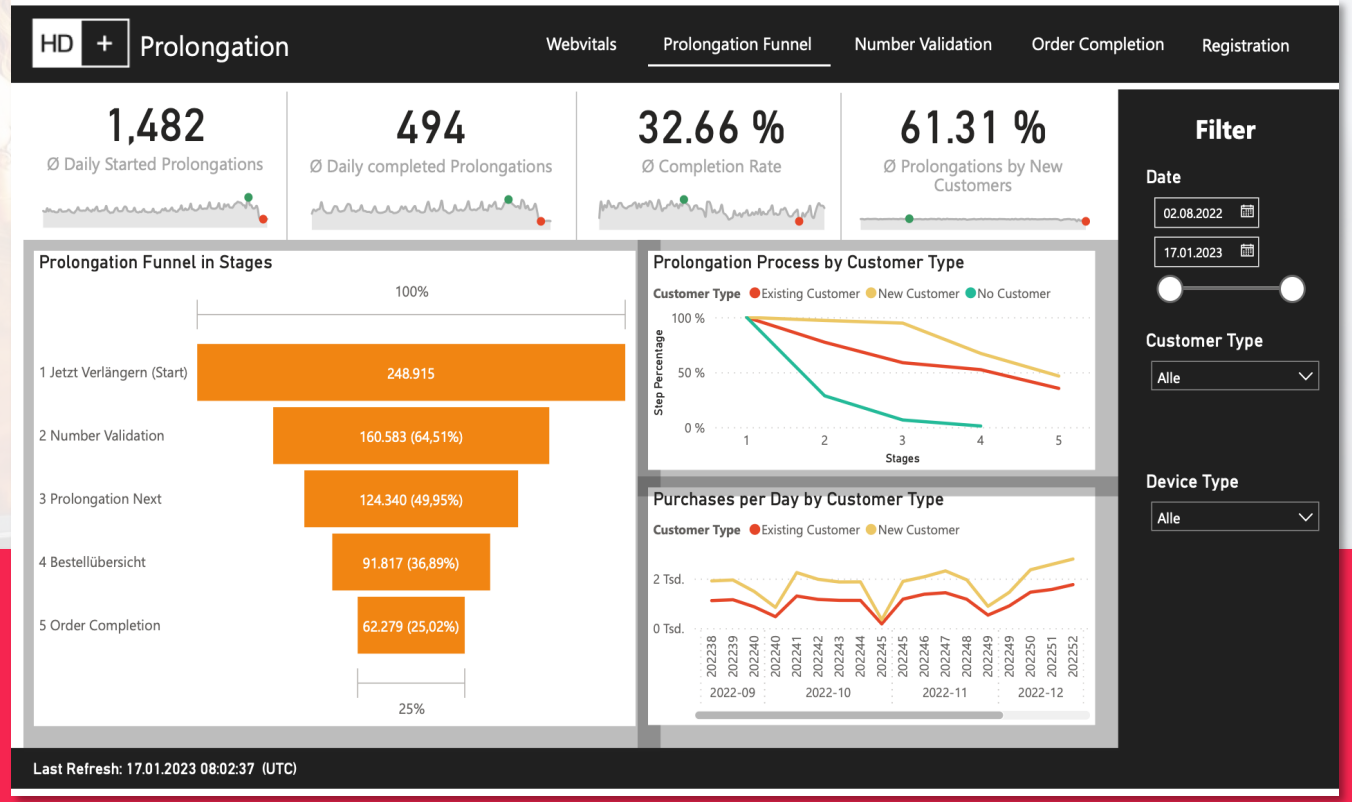
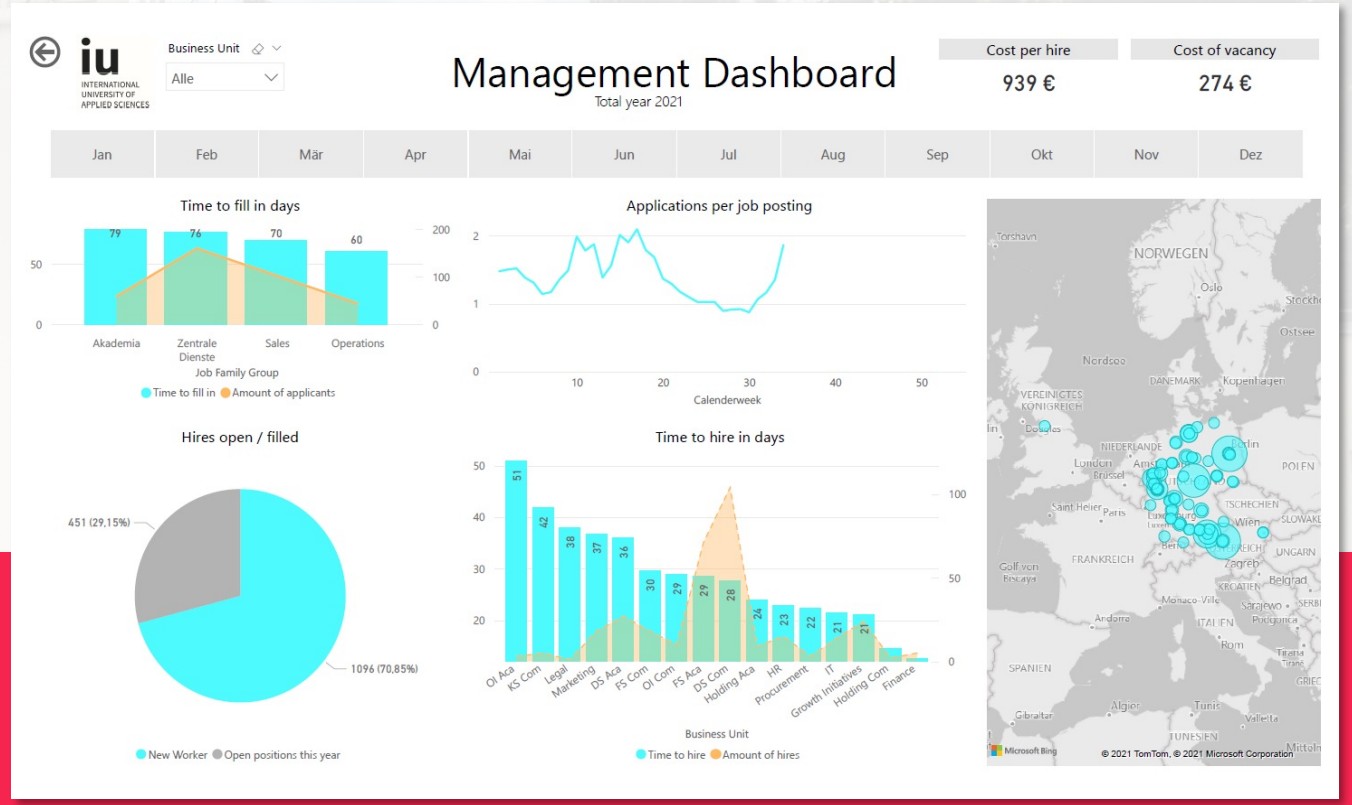


Our services in the areas of:

Data Strategy
Data Management
BI & Analytics
Data Science

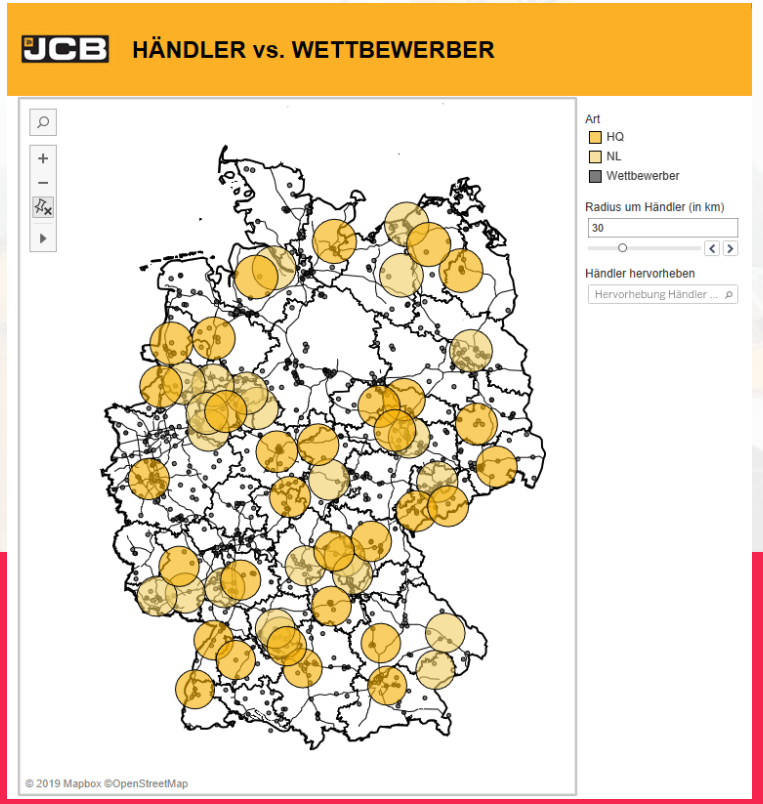
- Analysis of the data stock
- Integration of data sources
- Development of an individual dashboard for the management
- Advice on future data structure
- Enablement and coaching of employees



Our services in the areas of:

Data Management
BI & Analytics

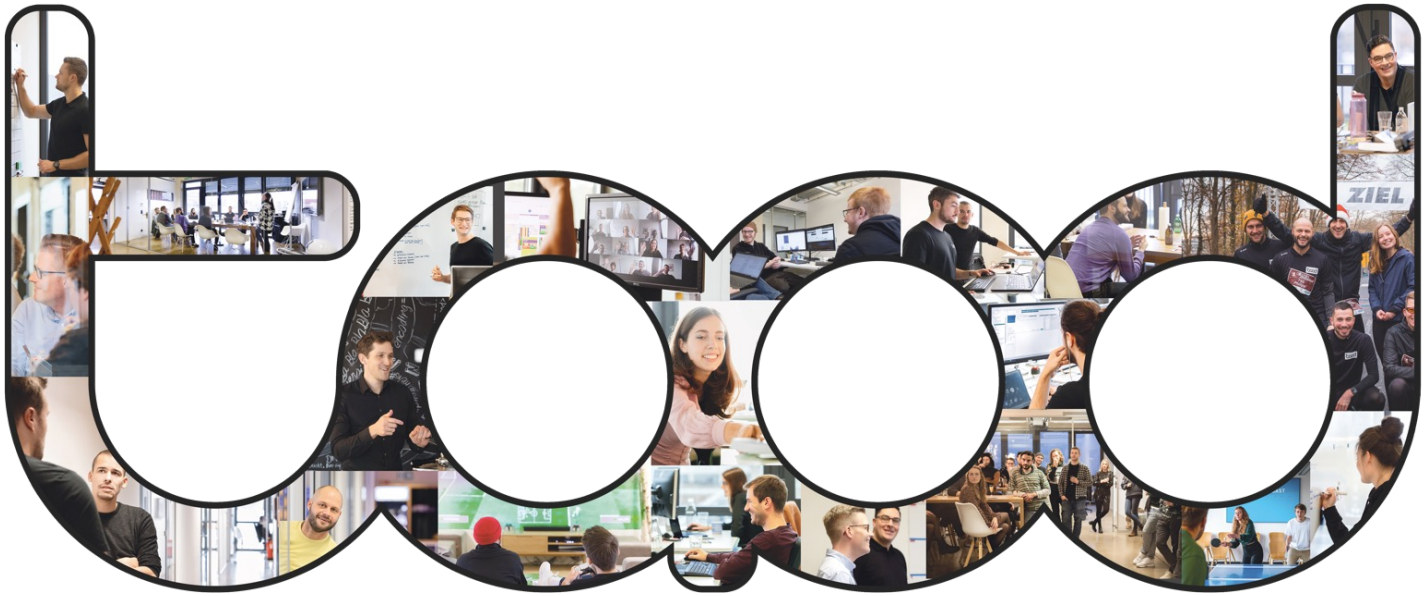
- Dealer & competitor analysis
- Consolidation/integration of heterogeneous sales data structures
- Advanced geo-visualisation in tableau
- Mobile distribution of dashboards and analyses



Our services in the areas of:

BI & Analytics

Further clients



we are dataful minds

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