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CARBON EYE

Redefine, Enhance, Sustain

Why BI is Crucial for Your Business?

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Enhanced Customer Satisfaction with BI

Clutch (2023): *72%* of small businesses with BI consulting see improved *customer satisfaction.*

Underutilization of Generated Data

97% of generated *data* remains *unused*, causing *74%* of *employees* to feel *unhappy or overwhelmed*.

Data Inefficiency Concerns

Forbes (2019): *60%* of businesses report *time wasted* on inefficient data handling.

Limited BI Adoption Among Indian MSMEs

Assocham's report highlights the *limited BI adoption* among Indian MSMEs, with just *25%* utilizing such technologies.

Positive Impact of BI Implementation on SMBs

Forrester: SMBs with BI solutions see *322% ROI*. Aberdeen: *23% higher profitability, 20% faster growth* for those with effective BI practices.

What we do?
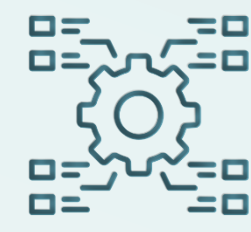
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Improve your overall data quality

Streamline access to multiple data sources

Adapt to business requirements and opportunities

Develop a solid business intelligence vision and strategy

Implement effective business intelligence tools

Take action on new insights and recommendations

Maximize ROI with comprehensive BI & Analytics Solutions

Our Services

Flipcarbon's business intelligence consulting efforts can range from a single consultant creating a roadmap to implementing a BI solution to full design and development implementing a complete end-to-end BI solution.

4 Pillars of our Business Intelligence & Analytics

Data Quality Management

Data Integration

Dashboards & Data Visualizations

Advanced Analytics Driven Strategy

Cornerstones of our offerings

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Zero Insights Delay:
Real-time analytics

Zero Data Complexity:
Simplified data visualization

Zero Strategic Blindness:
Strategic foresight and scenario planning

Zero Uncertainty:
Predictive analytics

Zero Insights Overload:
Tailored insights delivery

Our Framework

Discover

Dive deep into your needs. Identify your key opportunities and map your path to analytics success

Design

Identify actionable opportunities and challenges in your organization with high ROI and quick time to value

Develop

Start fast with a focused team of experts to dispel doubt and prove value with rapid prototypes.

Deploy

Lay the foundation of repeatable business value with minimal viable products and flexible platforms.

Debrief

Safeguard success and mitigate risk with mature ops, compliance, governance and management

What Execution Looks Like?

01 Perform *initial discovery*, assess client needs, *document business goals* and objectives, and create an action plan.

02 Acquire and connect the data, validate and cleanse it, *develop data management processes*, and analyze.

03 Evolve analysis and reporting, adapt implementation, and *develop* new *dashboards* as business changes and matures.

04 Foster *empowerment* within internal teams through *self-guided analytics* for sustainable results.

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How We Deliver?

Strategy

↓

Drive the Implementation

↓

Optimize

↓

Training

Phase 1

Preparation and Discovery Phase

PROJECT KICK-OFF

- Understand project goals, scope, and expectations.
- Align with the team and stakeholders.
- Know the project background and problem to solve.

REQUIREMENT GATHERING

- Engage stakeholders and users to gather requirements.
- Identify data sources and metrics needed.
- Document requirements for clarity.

DATA COLLECTION

- Collect and ensure quality of necessary data by
- Coordinating with all cross functional teams to streamline data collection.

Phase 2

Execution and Validation Phase

ANALYSIS AND INSIGHTS

o Analyze data to uncover patterns and insights, using

o Visualization tools and identifying key metrics.

SOLUTION DESIGN

o Design dashboard & analytics on insights, collaborating with the team to meet project goals.
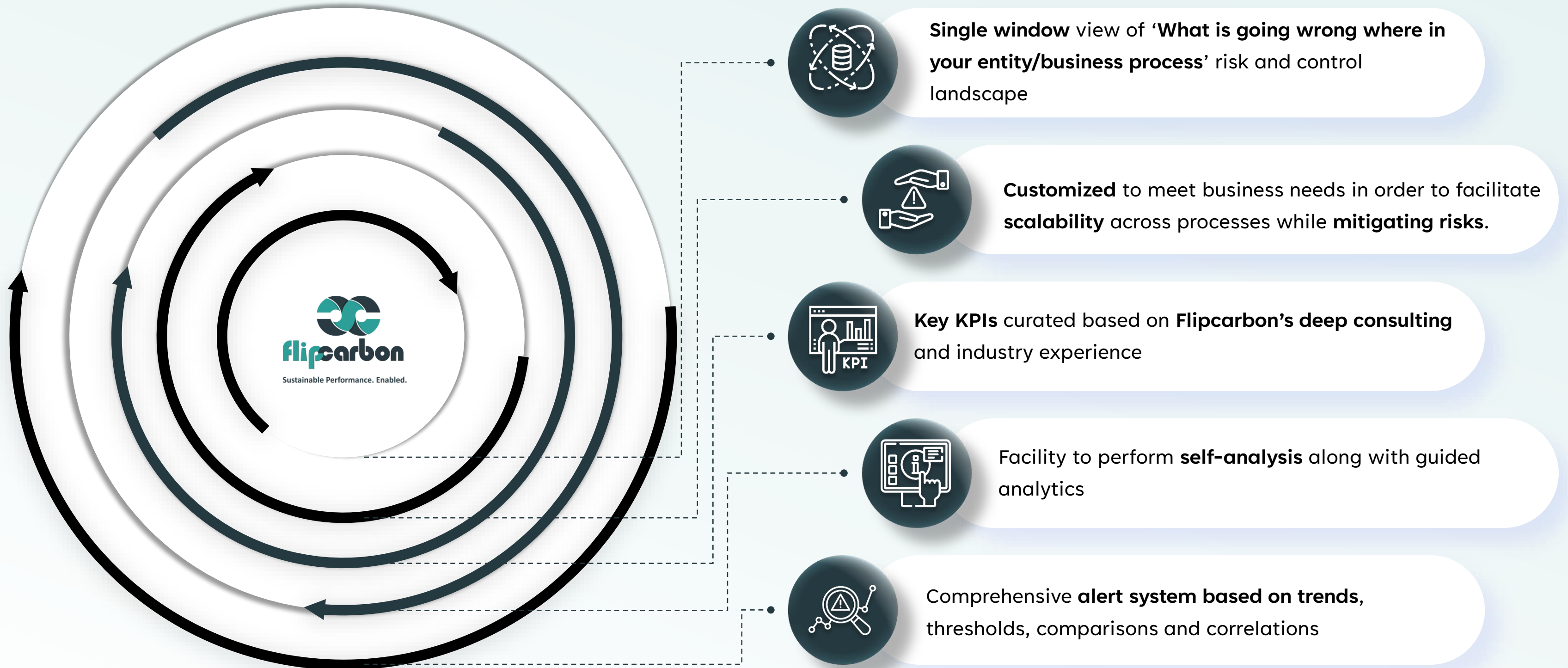
EXECUTION AND TESTING

o Implement, test and present the dashboard to management along with AI/ML Commentary

THE DIFFERENTIATOR

What sets us apart

The Differentiator

Single window view of '**What is going wrong where in your entity/business process**' risk and control landscape

Customized to meet business needs in order to facilitate **scalability** across processes while **mitigating risks**.

Key KPIs curated based on **Flipcarbon's deep consulting** and industry experience

Facility to perform **self-analysis** along with guided analytics

Comprehensive **alert system based on trends**, thresholds, comparisons and correlations

Best Value for Money (By Far!)

- It is not easy to access the top **business analysts** in India. They are mostly in high-level positions at billion-dollar MNCs.

- Cost Effective Business professionals may lack the expertise required to truly solve your organization's challenges.

- This is the gap that Flipcarbon plugs. We provide access to some of the **Best business analysts** on a part-time basis.

- Obtain the **best data driven strategies**, drive sustainable, **high-performance** and **engineer a reliable Business Intelligence Architecture** within budget limitations.

USP #1 Engage Flipcarbon at **10%** of the cost of a top-level Business Leader, obtain the same expertise and achieve an **exponential** and **sustainable** improvement in your growth agenda.

What CarbonEye Can Do For You?

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Finance 360, providing a holistic view of the organization's performance by tackling the relevant facets of the business

Sales and marketing Analytics, providing insightful analytics to maximize profitability as per changing customer needs

KPI Tree, offering a command center, helping the Key management personnel to initiate actions

Cash Flow Analytics, enabling intuitive understanding of the cash conversion cycle leading to optimization of working capital

Spend Analytics, offering a strategic view into spend analytics as a precursor to Procurement and Supply Chain Transformation

Process Mining, leveraging Flipcarbon's data-oriented analysis techniques for process mining to improve business process along with future optimization

Bespoke Solutions

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- When it comes to Business Intelligence Consulting services tailored for SMBEs, we stand head and shoulders **above the rest.**

- Our Business leaders possess a wealth of experience spanning **various industries**, **growth** trajectories, **business models**, challenges, and company sizes.

- They have successfully **navigated diverse** environments and have a deep understanding of **the complexities** and business dynamics in Manufacturing Organizations.

- Our solutions are custom-made and implemented based on **YOUR needs** and aspirations.

Our Dream

Our leadership - some of the best leaders in the Business Consulting Space came together with the dream to help India and its citizens like YOU, fulfil their dreams.

OUR BUSINESS IS TO MAKE YOUR BUSINESS GROW

India has nurtured countless TALENTED professionals who have excelled in their respective fields.

A SIGNIFICANT number of these exceptional individuals either work for multinational corporations worth billions of dollars or seek opportunities abroad.

As a result, many small and medium-sized businesses (SMBs) in India face challenges in accessing and leveraging top-notch talent to realize their aspirations.

LEADERSHIP TEAM

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DEEPAK KEWALRAMANI

PARTNER
CFO PRACTICE

Ex-cfo, Enhance Group,
Oman, Kirby Building
System
EX- Head Finance, SAB
Miller

ALOK RANJAN

CHIEF EXECUTIVE
OFFICER

Ex-people Director

Abinbev India

HINA AGARWAL

PRINCIPAL CONSULTANT,
BUSINESS CONSULTING

Ex-head Finance, Farmlink,

Wipro Consume Care, Jindal
Steel

PRABHASH NIRBHAY

FOUNDER

Ex-head HR

Sabmiller India

NIYATI RAO

PRINCIPAL CONSULTANT,
BUSINESS CONSULTING

Ex-consultant, Tata Capital,
Rainmaker Solutions, Meru
Cabs, Willis Limited

RAJESH SAHAY

PARTNER
ENTERPRISE CONSULTING

Ex-chro
WIPRO Consumer Care

BHASKAR BANERJEE

PARTNER
CFO ADVISORY

Ex-Associate Director Global
Tax ACR, EY

Ex-Regional Controller,
Capgemini

LEADERSHIP TEAM

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ABHIMANYU KUMAR

PARTNER
CHRO PRACTICE

Ex-head HR

IDFC First, Bajaj Finserv,
Abinbev India, Dabur
International
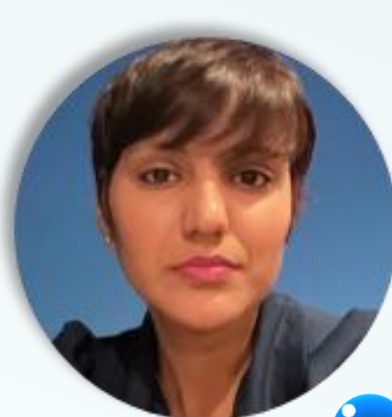
SONIYA MITTAL

PRINCIPAL
CONSULTANT, BUSINESS
CONSULTING

Ex- Head Hr Consultant
,Reserve Bank Innovation
Hub,
Tcs,

SUPRIYA KAMBLE

PRINCIPAL CONSULTANT,
BUSINESS CONSULTING

Ex-corporate HR
Manager L&d And Pms,
Writer's Corporation,
Ex-sr. Executive Hr,
Infogain India

SURANJAN DASS

PARTNER
BUSINESS CONSULTING

Ex-operations Director

Abinbev India, Marico

MANALI GODAMBE

PRINCIPAL CONSULTANT,
BUSINESS CONSULTING

Ex- Manager HRBP, Mac-
chem Products, Ex-manager
– Hr, International Sos
Services

HIMANI GOSWAMI

PRODUCT MANAGER

Ex-product Marketing
Manager, Storyplayer, Ex-
product Marketing Manager,
Bordertree Technologies,

CASE
STUDY

OUR CASE STUDIES

Our Successful Projects

Digital Acceleration Consulting

SITUATION:

- Facing shifts in consumer behavior and heightened competition, a Norwegian tech startup focused on customer service and maintenance recognized the imperative need to embark on a journey of digital transformation.

- A data driven enterprise wise BI Consulting project was undertaken to:
  - Digital Accelerator: Upskilling employees for the digital age and **empowering** their internal data team
  - Developing a **robust KPI framework** for their call center vertical and also for Human resource managements to ensure inclusivity and diversity, gender equality etc.
  - Data from over **8 sources** was extracted, cleaned, and validated using the **ATOM framework**.
  - Dashboards were implemented across departments to provide real-time visibility into service performance and HR metrics.

PROBLEM STATEMEMT

Extended wait times & High agent turnover

Limited Digital Fluency

High customer churn rate & Ineffective retention strategies

SOLUTION

Phase 1   **Phase 2**   **Phase 3**   **Phase 4**

| Data Assessment and Planning | Dashboard design and development | Integration and deployment | Optimization and monitoring |

Our Data analysis fuels targeted strategies, slashing churn by **15%.** Power BI dashboard optimizes performance, reducing wait times by **20%** ensuring a data driven call center. Visualization spark discussion, boosting female leadership by **30%**

OUTCOME

Empowered Workforce

Streamlined Operation

Inclusive Culture

Data infrastructure Consulting

SITUATION:

- An UK airline faced **slow complaint resolution**, **missed personalization**, and **operational inefficiencies** due to **manual** data capture and **limited visibility** into maintenance and weather disruptions. **Risk management** was also **neglected** in service strategies.

- We helped them implement a **automated feedback capture system** along with a **robust data governance framework**, along with 4 dashboards across operations and maintenance verticals for **real time insights**.

- This resulted in **20% faster complaints** resolution, **15% surge** in in-flight sales, **10% jump** in **on-time departures**, Complete visibility over operations with **real-time reporting**, **Elimination** of **strategic blind spots**, Enhanced **data management practices**

PROBLEM STATEMEMT

Fragmented data infrastructure
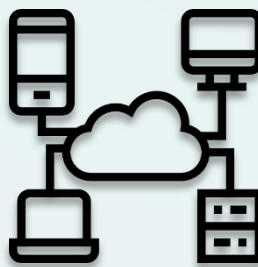
Automated data capturing

Risk management sidelined due to unreliable metrics

SOLUTION

Phase 1   **Phase 2**   **Phase 3**   **Phase 4**

| Data Assessment and Planning | Dashboard design and development | Integration and deployment | Optimization and monitoring |

OUTCOME
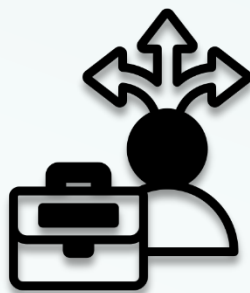
Automated data collection

Robust data governance

Real time analytics

Strategic Business Intelligence Consulting

SITUATION:

- A FMCG company approached us to enable them drive aggressive business growth to achieve their moon shot target and create a data driven sales & marketing strategy

- We **customized** a KPI framework, achieving a **30% anomaly reduction** for confident decisions. Collaborating closely with their data team

- We **minimized errors** for heightened efficiency. Working alongside sales and marketing, we achieved a **20% segmentation improvement** for targeted strategies.

- Our BI ecosystem implementation ensured seamless integration, eliminating data silos operating in isolation.

PROBLEM STATEMEMT

Fragmented data infrastructure
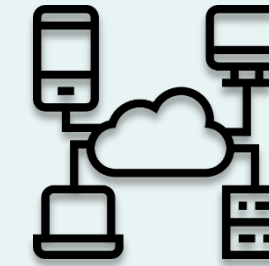
Data integration

Lack of reliable metrics causing decision paralysis

SOLUTION

Phase 1
Data Assessment and Planning

Phase 2
Dashboard design and development

Phase 3
Integration and deployment

Phase 4
Optimization and monitoring

Our data-driven dashboards **improved decision speed** and accuracy by up to **82%.** Our solutions led to up to **15%** cost savings through **efficient resource allocation**. Stakeholders experienced a **75%** increase in **strategic initiative implementation** rate with our dashboards.

OUTCOME
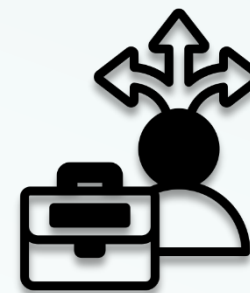
Agile Decision Making

Systemized cost administration & control

Empowering informed leadership

Corporate BI Consulting

SITUATION:

- Cybersecurity titan Securelayer7 envisioned explosive expansion in North America, but disjointed strategies, process inefficiencies, and compliance hurdles threatened their ambitions.
- *Real-time CEO dashboards* led to a 25% increase in decision-making speed and accuracy, resulting in *swift strategic alignment*.
- Data-fueled strategies drove a *2x revenue surge* within just 12 months, exceeding initial growth projections by 50%.
- Streamlined processes and structured management routines, guided by dashboard insights, led to a *30% reduction in operational costs* and a *20% increase in productivity*.
- Enhanced cash flow management and fortified GRC frameworks resulted in a 15% increase in profitability, surpassing EBIDTA projections by 2X

PROBLEM STATEMEMT

Varied data formats & Departmental silos

Manual reporting & Delayed data updates

Lack of Real time insights

SOLUTION

Phase 1	Phase 2	Phase 3	Phase 4
Data Assessment and Planning	Dashboard design and development	Integration and deployment	Optimization and monitoring

Real-time CEO dashboards boosted decision-making speed by **25%**, fostering strategic alignment and improving corporate governance by **removing data silos** and implementing a robust data capturing framework.

OUTCOME

Frictionless cross functional reporting

Systemized cost administration & control

Robust Data Governance

![flipcarbon logo]

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Sustainable High Performance. Enabled.

Transform your business with data - Let Flipcarbon guide your journey.

Flipcarbon Integrated Solutions Private Limited

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Bangalore | Delhi | Mumbai | Chennai | Ranchi

Data Quality Management

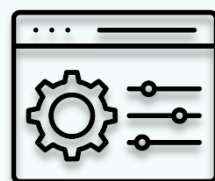*We BUILD* *Analytical solutions* *that go beyond, while including*
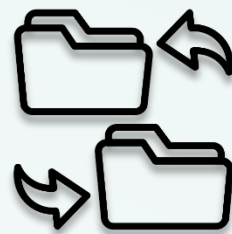
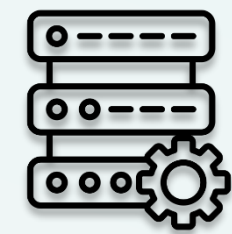Data Profiling and Cleansing

Data Standardization and Governance
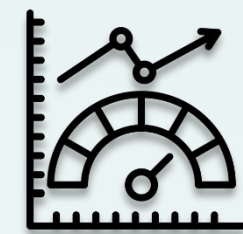
Metrics and Monitoring

Metadata Management and Validation

Data Access

Data Preparation and Integration

Data Integration

We BUILD Analytical solutions that go beyond, while including

Hybrid And Cloud Integrations
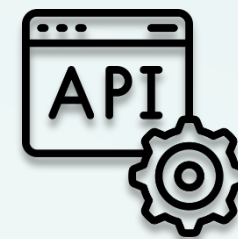
API Management
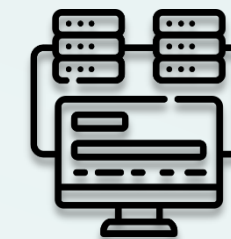
Master Data Management
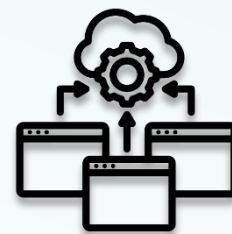
Application and System Integration
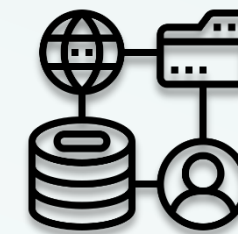
Data Consolidation & Replication
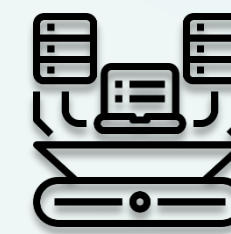
Data Virtualization & Federation

Dashboards & Visualization

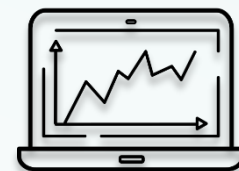*We BUILD* *Analytical solutions* *that go beyond, while including*

Reports Based on Business

Roles
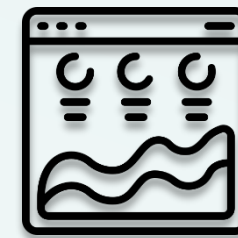
Self Service Reporting

Customized Reporting

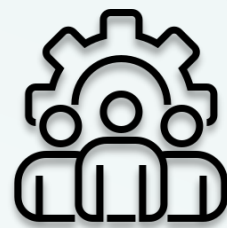Real time Reporting

Dashboard Design & Revisions

Mobile Access

Advanced Analytics Driven Strategy

We DESIGN data driven strategies that go beyond, while including
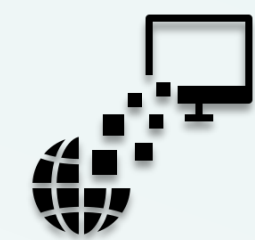
HR Transformation

Finance Reconstructing

Supply Chain Management Optimization

Sales & Marketing Planning

Technology Transformation

Digital Transformation

OUR REPORTING SOLUTIONS

Blindfolded business? Not your style. See the light with Carbon Eye.

Financial Planning & Analysis

Through agile Financial Analysis, we expose inefficiencies and **reinforce** your **financial structure**. With **clear foresight** and **strategic planning**, we spur profitability and sustainable growth
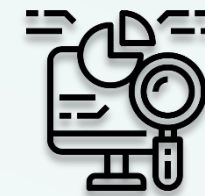
Budgetary Analysis

Actual vs. Targets Analysis,

Monthly **Management Information System** (MIS)

Variance analysis,

Trend analysis,

Forecasting

Sensitivity analysis and Scenario analysis

Profitability Analysis

Region-Wise Profit and **Loss Analysis**, Vertical-Wise Profit and Loss Analysis, **Identification of Revenue Drivers** and **Cost Centers**

Ratio Analysis

Liquidity Ratio, Solvency Ratio, Activity Ratio & Profitability Ratio, Efficiency & Market Value Ratios

Cash Cycle Analysis

Days Sales Outstanding (DSO), **Days Payables Outstanding (DPO)**, **Days Inventory Outstanding (DIO)** and **Cash Conversion Cycle** (CCC) Analysis

HR Analytics And Performance Measurement Framework

With **OKRs**, a **Balanced Scorecard**, and a **robust Performance Management Framework**, we help you identify and address weaknesses to enhance efficiency, productivity, retention rates, training effectiveness, and ultimately improve your bottom line.

Attrition analysis

Sentiment analysis, assess overall outcomes, and consider factors such as position, region, and interviews. Scan **project completion rates** and team revenue. Analyze **employee turnover** across various aspects, including HIPO attrition, business units, reasons, tenure, pay policies, performance, safety, and work hours.

Performance Measurement Framework

Compare **Budgets to Actual Performance**, Monthly HR Reports, **Monthly 1-on-1 Meetings**, Individual **Reporting Status**, **Employee Rating Tracking**, and **Performance-Incentive/Salary Hike Correlation**.

Headcount analysis

Source wise number of recruitments, cost per lateral hire, new hire vs lateral hire **performance appraisal**

Other Analysis

Productivity analysis, **learning and development analysis**, leave analysis and overtime analysis

Sales & Marketing

Stuck in a growth rut? Losing valuable customers? We track progress, pinpoint profits, and empower you to keep customers coming back. Fuel your business with actionable insights and expert support.

Campaign and Channel Profitability Analysis

- Assess **campaign** and **channel performance** for profitability
- Identify **top-performing campaigns** and channels
- **Optimize resource allocation** for maximum ROI
- Track **month-on-month sales growth**
- Identify **trends** and **regional variations**

Cohort Behavior Analysis

Segment customers for behavior analysis, **Track cohort performance** over time, Tailor strategies for each cohort's needs, **Forecast customer churn** with predictive models, **Identify factors contributing to churn**, Implement **targeted retention strategies**

ROI Analysis of Marketing Spend

Evaluate **ROI** for **marketing campaigns**, Optimize spend allocation for lead generation, Refine strategies for **maximum cost-effectiveness**.

Other analysis

Evaluate sales performance and efficiency, Measure **individual contributions to revenue**, **Rank sales representatives** based on performance, Pending sales analysis.

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Product Insights

Feeling overwhelmed by product data? Struggling to understand what sells, where, and why? Our experts unlock hidden insights to help you:
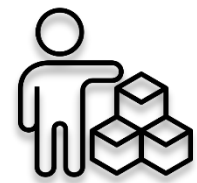
Supplier Risk Assessment

- **Supplier Scorecard**
- Vendor Selection
- Financial Stability Analysis
- **Performance History Review**
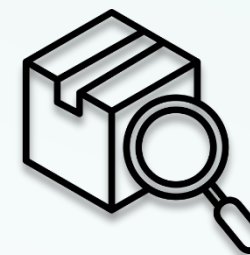- Supply Chain **Resilience Assessment**

Territory Sales Breakdown

- **Sales Performance** by **Region**
- Market Share Analysis
- **Customer Demographics** by Territory
- Growth Opportunities Identification

Time Intelligence

- Trend Analysis
- **Seasonal Patterns Recognition**
- **Time-to-Market Evaluation**

Supplier Insights

- Supplier Performance Metrics
- **Cost Analysis**
- **Quality Evaluation**

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Production & Inventory

Imagine saying goodbye to backorders, lost sales, and inefficient production processes. Our data-driven approach helps businesses like yours achieve just that. We'll help you optimize your entire production and inventory chain, from raw materials to finished goods.
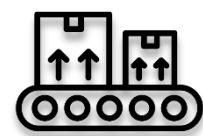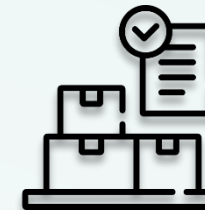
Capacity Utilization

- Production vs utilization
- Plant wise production yield
- First pass yield
- **Planned vs actual production**
- **Plant efficiency analysis**
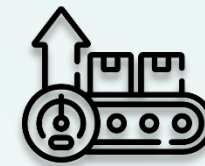
Equipment Analysis

- **Mean Time to Repair** (MTTR)
- **Mean Time Between Failures** (MTBF)
- **Lost capacity,** Running hours vs breakdown hours
- Equipment wise MTTR, MTBF trend

Inventory ageing

- Provides insights on **different buckets of inventory aging,** Days/Weeks on Hand
- **Stocks to sales ratio, Sell through rate,** Backorder rate,

Inventory Movement Analysis

- **Time to receive,** Put away time, **Lost sales ratio,** Perfect order rate
- **Inventory Carrying cost, Customer satisfaction Score,** Order cycle time

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