BI REPORTING CASE STUDY SUMMARY

BI Reporting and infrastructure projects for PE clients

	Project Name		Brief Description	Key analyses
1	**Due Diligence Analysis**		▪ **Cleansed operations transactional data** to **identify key performance metrics** around asset yields, utilizations etc., and validated future capex requirements ▪ Accurately **estimated customer churn and profitability**, and compared to management estimations	• Big Data management • Operations analytics

DUE-DILIGENCE OF POTENTIAL A/V TARGET COMPANY FOR A PE FIRM

ABOUT THE CLIENT

Dummy text is also used to demonstrate the appearance of different typefaces and layouts, and in general the content of dummy text is nonsensical. Due to its widespread use as filler text for layouts, non-readability is of great importance

SITUATION

- Target company is an **A/V equipment rental company** with operations in U.S., Canada and Europe.

- Revenue was growing at a fast pace, but there was a lack of clarity **on details on customer level, product level performance due to complexity of business model and data structures**

- PE client wanted to **validate the financials with the operational databases that contained transaction level data** and also understand details of revenue performance to enhance accuracy of the assumptions in the investment thesis

- Merilytics partnered with the company to **mine the entire transactions database** (100m rows) using **cloud-based SQL tabular models**, to do a bottoms-up estimate of the revenues and identify customer level and product level insights

VALUE ADDITION

- **Cleansed the data** to account for cancelled orders, unrealized revenues, non-revenue generating customers, data entry issues, currency mismatches etc.; allocated order-level revenues to specific equipment, transactions and customer

- Identified customer-level and product-level **asset utilization and rental yields**

- **Developed a lifecycle view of each asset** based on transactional level data to understand the life time value, age of assets and required capital expenditures

- Helped client understand customer **churn rates**, **salesforce productivity**, share of growth from existing customers, and **levers of future growth**

IMPACT

- Our **analytical and data mining expertise** helped the client identify the actual revenues, growth drivers, customer churn rates, utilization of equipment, capital expenditures etc.

- This enabled the PE client to **better understand the asset performance**, and make a **more informed bid for the target** company based on accurate understanding of value drivers