BI infrastructure design & implementation

Dental equipment manufacturer

- Built Data Lake and Data Warehouse infrastructure to provide a consistent and comprehensive data analytics and exhaustive reporting solution using ZOHO Analytics.

- Developed data validation and reconciliation mechanism to ensure data consistency from the source data to the dashboard

Bi infrastructure design and implementation for dental equipment manufacturer

Situation

- Client has several performance reports which were updated manually and lacked consistency in the underlying data sources and data being reported across different performance reports.

- The client uses multiple tools to track employee productivity which generates raw reports in different portals and various formats.

- Partnered with the client to set up an Enterprise Data Lake, an integrated Data Warehouse and developed automated performance dashboards.
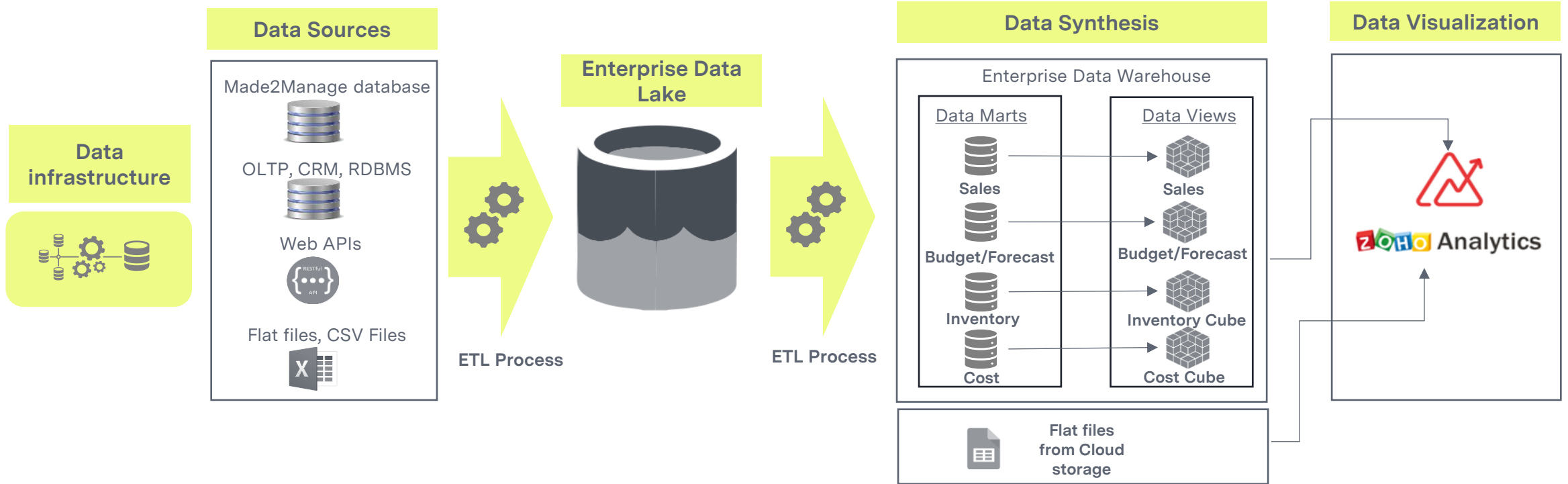
Accordion Value Add

- Assessed the business processes and the ERP (M2M) to identify the gaps in the data and cleansed the data.

- Built an Enterprise Data Lake (based on Microsoft Azure) which acts a central repository of the data across different departments. (Finance, Sales, Customer, Marketing, Product, HR etc.)

- Built a Data Warehouse connecting Enterprise Data Lake to structure and transform the raw data leveraging Data Marts & Data Views

- Incorporated automated data validation and reconciliation rules at every ETL step across the entire process to ensure accuracy and consistency in data.

- Designed and built performance dashboards (Global and US) on ZOHO Analytics for the sales team to be leveraged for field sales activities. Also built Employee Productivity dashboard that measures the performance of the employees.

Impact

- Integrated and automated BI reporting process including performance dashboards provided consistent and accurate performance KPIs across different teams in the organization.

- Implemented Enterprise Data Lake and an integrated Data Warehouse that enables robust data analytics opportunities and scalability of the systems.

- Provided a single dashboard view of employee productivity with an additional bifurcation of 'WFO' and 'WFM' and enabled the management to take business decisions.

Bi implementation framework

- **Defined KPIs and Metrics for monitoring and tracking business performance across Finance, Sales and Customer Service,** at regular intervals; **configured alerts & notifications** to ensure proper follow-up action is initiated if large variance is observed.
- **Implemented Enterprise Data Lake (Microsoft Azure) as "Key-source-of-truth"** for the company; function as single **highly scalable and secure storage** for the company's data assets providing flexibility to hold different types of data (structured, un-structured and semi-structured data).
- **Integrated multiple Data Sources** in the **Data warehouse** for a variety of use cases leading to analytics and reporting.
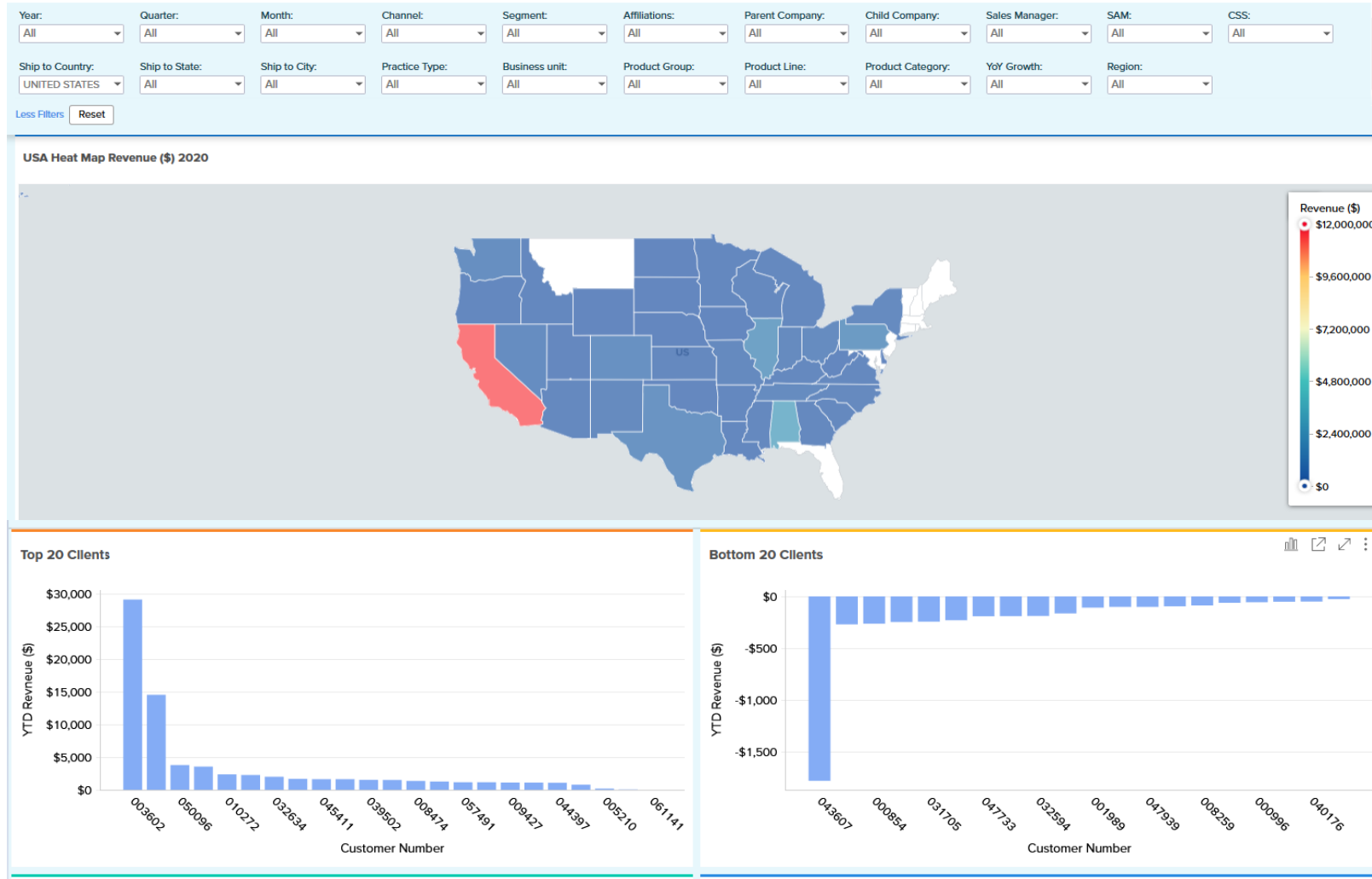
Sales performance dashboard (1/2)

Top Line user filters

Overall sales performance KPIs

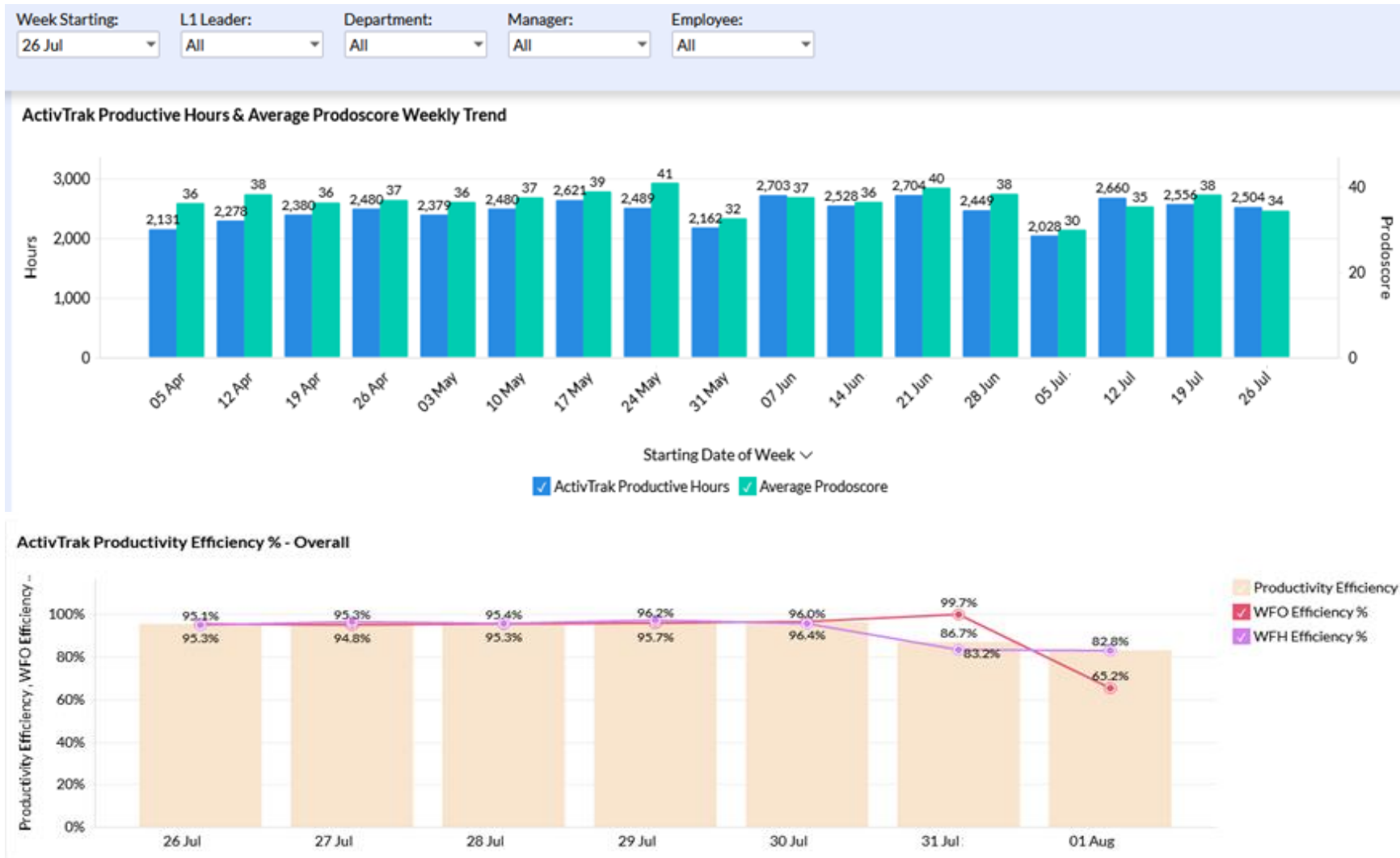**MoM Revenue Trends**

Sales performance dashboard (2/2)

Top Line user filters

Heatmap displaying revenue distribution across states

Top and bottom-20 customers based on the overall revenue

Employee productivity dashboard

Top Line user filters

Weekly trend of Productive hours and Productivity Score

Daily Trend of Employee efficiency within a week