

OVERCOME BARRIERS AND CREATE VALUE WITH DATA-DRIVEN DECISIONS



Data, Analytics, and now AI, have created > \$7T of value in the last 5 years -mainly for large corporations- across the world.

And while **Small & Middle-sized Enterprises** produce > 50% of private sector GDP in OECD countries ...

they **need to become more competitive** in their data culture, analytics focus, tools usage, and data management & architecture

... to unlock a proportional amount of value, through customer-centric data-driven decisions & AI-powered operations

Matt Protopapas, PhD
Data & Analytics Consultant,
Managing Partner

Some of the organizations Matt has worked with:





Demand Planning

Analytics help growing businesses stay ahead of customer demand – not just season by season, but day by day.



Improve Personalization

Today's customers expect experiences tailored just for them – and analytics make that possible.



Optimizing Product Mix

Choosing the right products to stock can make or break your margins – and AI is now the secret weapon for getting it right.

Despite the promise, many companies still fall short in embracing data-driven decision making

Throughout my 15+ year of experience in corporate environments, I've observed consistent patterns,

... roadblocks that repeatedly limit progress, stifle insights and reduce the impact of analytics,

... no matter the size of the company or the enthusiasm of its people.

5+1 BARRIERS TO EFFECTIVE DATA-DRIVEN DECISION MAKING



Lack of Focus and Actionability

An inability to clearly identify key drivers, understand their root causes, or determine the most effective actions, making it challenging to address relevant issues, maximize profits, and minimize risks.



Inadequate Information Management

Have you ever witnessed people in an executive meeting presenting different numbers for the same metric? Lack of clear definitions, or inconsistent and inaccurate data, undermine trust and hinder visibility and optimal decision-making.



Fragmented Data Architecture

Having the right data in a seamless way to create reports and perform analytics productively, requires consolidated datasets that are refreshed automatically, and platforms that enable teams to collaborate.



Underutilization of Modern Tools

Adoption and effective use of AI BI & Analytical tools remain limited, while they are necessary to enable our people increase their productivity and unify data inputs to obtain insights.

Organizational & Cultural Barriers

...arise from centralized decision-making, resistance to change, and a lack of leadership commitment to a data-driven

Decision Execution Gap

occurs when organizations struggle to act on available insights due to misalignment with business priorities and slow decision cycles, preventing timely and effective

[Register for the Webinar!](#)



Matt Protopapas, PhD

Analytics Consultant, Managing Partner



KEDROS ANALYTICS
MAKE DATA DRIVEN DECISIONS

Matt has worked with global corporations, leading consultancies, and major universities, in various analytical roles, including BI Manager, Data Analyst, Data Scientist & Data Engineer, for over 20 years in total. He's been providing value to clients by developing automated reports, building data warehousing infrastructure, and empowering their analytical transformation; helping them foster a data-driven culture and leverage AI & advanced analytical tools.

20 +

Years of Data and
Analytics experience

BI (automated) Reports
Data Lakehouses
Advanced Analytics & AI

30 +

Companies worked with
in various sectors

Banking
Supply Chain
Pharma
Energy
Chemicals
FMCG
...

450 +

Power BI reports &
Analytics deliverables

2000 +

Project Days in BI
Development and
Data Engineering

20 +

Professional Certifications



... and more

Some of the organizations Matt has worked with:



HSBC UK



Deloitte



FLEXOPACK



ALPHA BANK



Groupama
Ασφαλιστική



ATHENS UNIVERSITY
OF ECONOMICS
AND BUSINESS



PeopleCert



While I have worked with leading consultancies and major corporates for over a decade, my 5+ years at Peoplecert -an SME which has now evolved to a leading global exams provider with over \$1bn valuation- have taught me the most important things, and gave me the opportunity to:

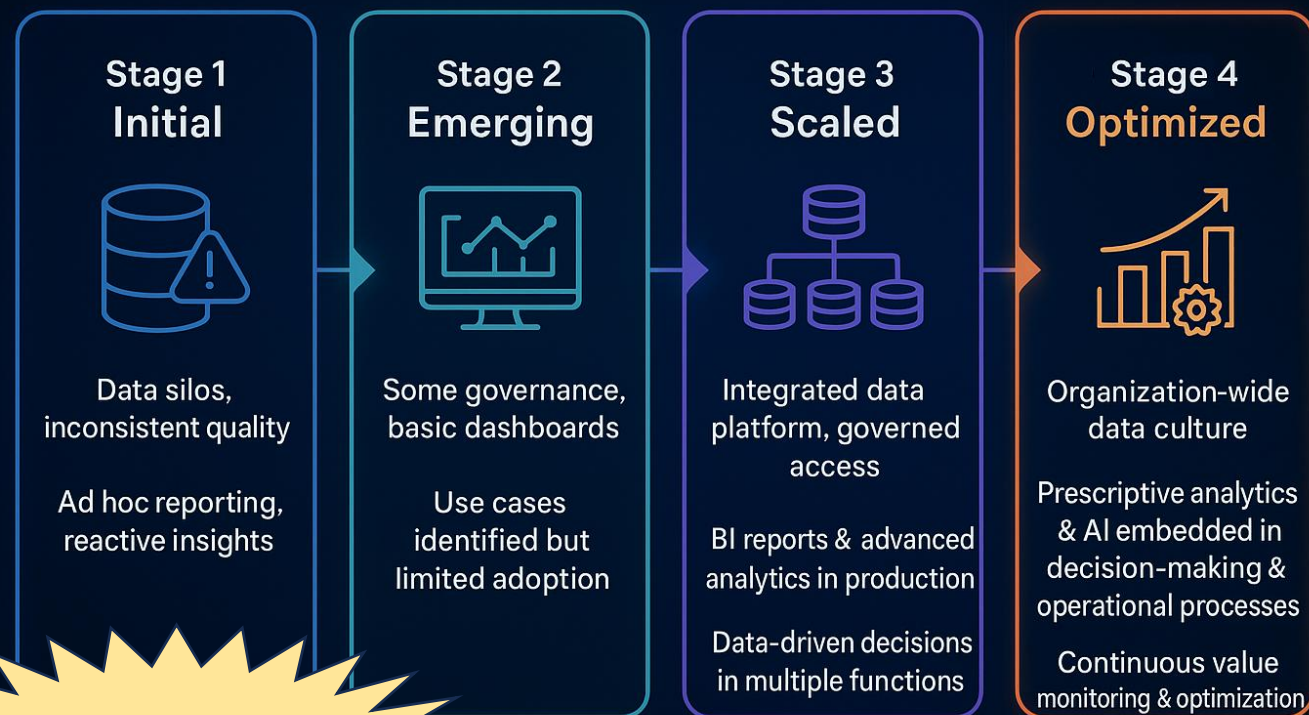


1. **Increase Reporting Analysts' productivity 10-fold through Self-Service Analytics capabilities**
2. **Establish a Data-Driven culture, which impacted the quality of decisions as well as operations (e.g., the timeliness and accuracy of invoiced exams)**
3. **Create a Team of Data & Analytics professionals from ground zero, with whom we've delivered:**
 - **The Enterprise Data Warehouse, which serves as the 'single version of truth' for decision-making**
 - **Automatic Reports & Advanced Analytics deliverables to:**
 - **Support strategic decisions through value stream monitoring & process mining**
 - **Inform business stakeholders through tactical sales reports across regions & product lines**
 - **Provide automatic P&L, budget monitoring and other financial reporting capability**
 - **Promote quality of customer service & online proctoring through KPI's & six sigma metrics**
 - **Monitor procurement & examinations processes through tactical & operational BI**

By identifying the current state your company is at

and establishing a roadmap towards
effective Analytics & AI adoption.

AI & Analytics Maturity



[Take the 3-min Free Analytics & AI survey](#)

Define Vision & Value

- Align analytics to business strategy
- Prioritize high-value use cases

Build Strong Data Foundations

- Improve quality, governance, and accessibility
- Establish a scalable data architecture

Enable People & Culture

- Drive data literacy & data-driven culture
- Create a collaborative, data-driven mindset

Deliver Use Cases Iteratively

- Start with quick wins to build trust
- Scale to more advanced analytics & AI

Establish Automation & Processes

- Agile delivery & continuous improvement
- Automation of analytics for max productivity

Measure & Maximize Value

- Track the business value of analytics initiatives
- Ensure ROI is always positive, from the early stages of the transformation program.

Fostering a data-driven culture,

While a solid strategy with senior level support is essential, to progress through the stages of analytics maturity and create value,

It cannot succeed unless everyone in the organization is empowered to make the right decisions,

..using the right approach,

..the right information,

..and the right tools.

A community of practice, engagement and support, and a clear path, with measurable outcomes is essential, to boost progress and increase value at each step of the way.

Analytics guidance videos:

- 🔗 [Self-Service Analytics με AI εργαλεία](#)
- 🔗 [Self-Service Analytics με απλό drag & drop](#)
- 🔗 [How to 'prep' data for AI in Power BI \(GR\)](#)
- 🔗 [Intro to Dimensional modelling](#)
- 🔗 [Load data incrementally, into Power BI](#)
- 🔗 [Three important aspects of demand forecasting](#)

coaching your team on analytics...

The end goal is always, a fully-automated set of tools to integrate available information, enable its curation, and make it available for analysis and decision making.

Quality Data are necessary to understand who your customers are and what are their priorities,

Whether you're on target regarding your key operational metrics,

And what drives profitability...

While the coaching and guidance of your team is essential to make quality data-driven decisions as quickly as possible.

...as well as fostering an effective data culture, leveraging modern AI & Analytics tools, and achieving the right team cohesion and skills

All those aspects should be covered, to maximize Analytics & AI ROI.

or delivering analytics with my team

Reporting Solutions Design:

- Focus on valuable KPIs and visuals
- Proper Data Modelling – otherwise the rework, complexity and cost rise exponentially
- Design the 'back-end' (Data Mart/Lakehouse)

Self-Service Layer (good data models help here too)

- Increase business analysts' productivity > 90%
- Decrease speed to insight (and action)

Enhance the Value of Analytics Deliverables:

- **Operational Dashboards:** Near real-time KPIs (e.g., sales, inventory) with complex metrics (safety stocks, alerts & writeback capabilities)
- **Analytical Dashboards:** Deeper diagnostic and predictive views on WHY & HOW
- **Executive Summaries:** Highly interactive dashboards: BYO KPI - customize each graph



Logistics Demo

 [How to video](#)



KEDROS ANALYTICS
MAKE DATA DRIVEN DECISIONS



On-Time (in €)

100.00%

Fill Rate (in €)

47.55%

Perfect Order Items (in €)

47.55%

Orders

6

Order Items

11

Time To Pack

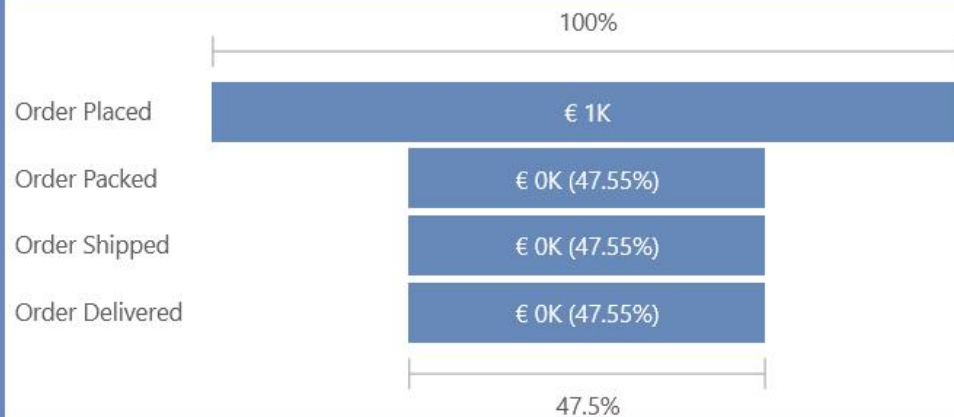
0.40

Time To Ship

2.20

Time To Deliver

3.60

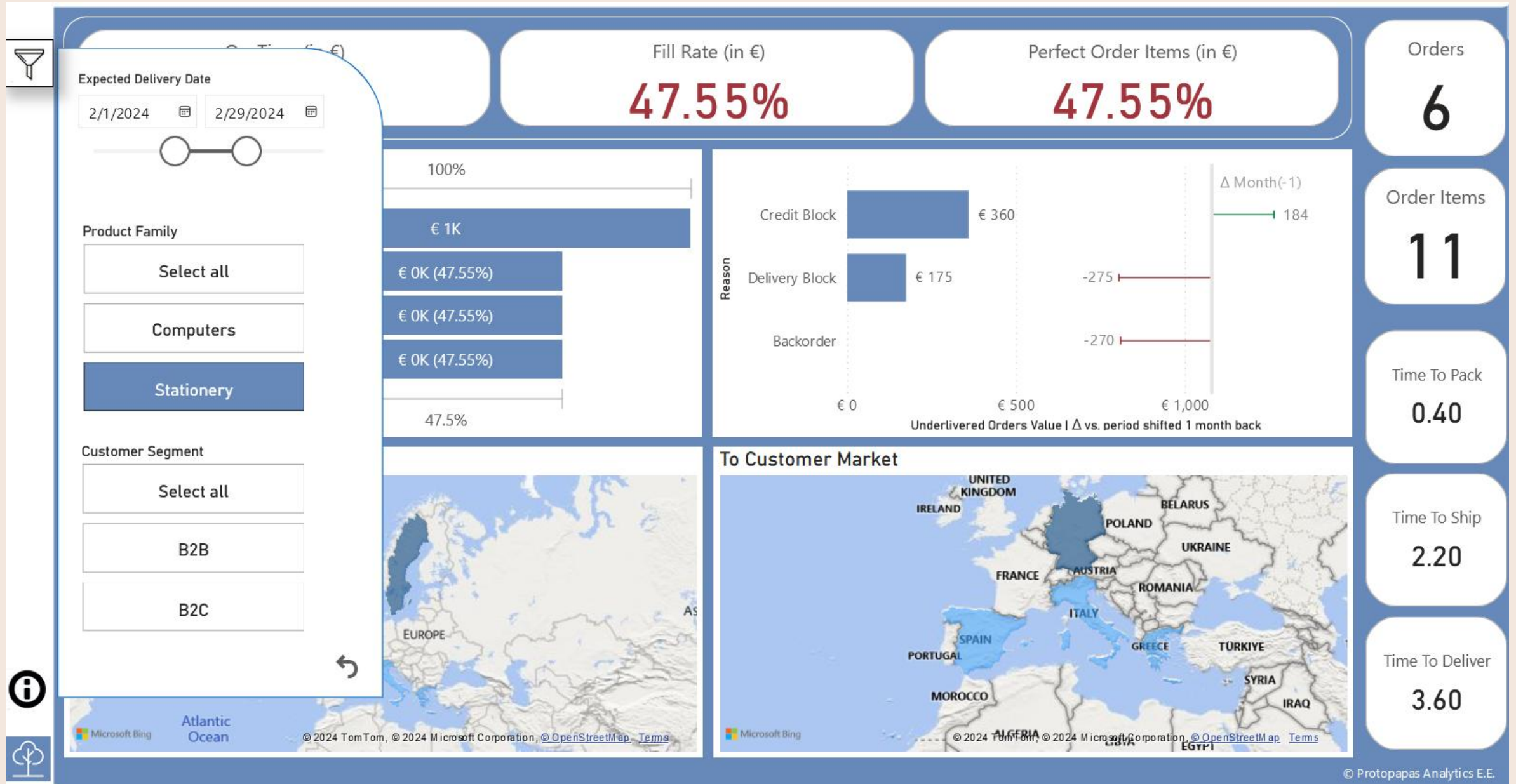


From Warehouse Location



To Customer Market





...and clearly understand the meaning of each metric.



This is the percentage of the total value of (only the delivered) orders that have been expected within the selected period, that have also been delivered within the agreed timeframes

The percentage of the total value of the orders expected within the selected period, that has been actually delivered (i.e. the corresponding order items have been delivered, sooner or later).

The percentage of the total value of the orders expected, that have been delivered on-time and in-full (i.e. all their order items have been delivered within the agreed time frames).

Number of orders expected within the selected period.

This is a funnel showing the % of orders expected to be delivered within the reference period, that have been packed, shipped, or delivered.

Each bar shows both the actual number of orders that have passed each stage, as well as their percentage to the total orders expected to be delivered within the period selected in the date slicer, within the filter panel.



From Warehouse Location

This shows the value of the orders expected to be delivered within the selected period, sent (or scheduled to be sent) from each warehouse location.

There are other relevant metrics, displayed as well.

Selecting a specific country, enables us to filter most of the other visuals as well, providing metrics for the specific country.

This is probably the most complex visual of this dashboard. It shows the reasons why some of the orders have not been delivered.

As the other visuals, it focuses on the orders expected in the selected period. And as in every visual, the metrics are subject to all the other filters applied through the filter panel, as customer segment, product family, etc. The value of these orders are displayed in the bars at the left hand side of the visual.

There is a reference vertical bar at the right, as well as horizontal error bars. These show the difference between the values of the orders within the period, and the values of the orders of the parallel period shifted one month back. So, if we've selected Feb 2024 in the "Expected Delivery Date" filter, then the vertical bars show the difference between e.g. the value of the backorders of Feb 2024 to Jan 2024.

To Customer Market

This shows the value of the orders expected to be delivered within the selected period, to each customer market / country.

There are other relevant metrics, displayed as well.

Selecting a specific country, enables us to filter most of the other visuals as well, providing metrics relevant to the orders of the specific market.

Order items expected within the selected period.

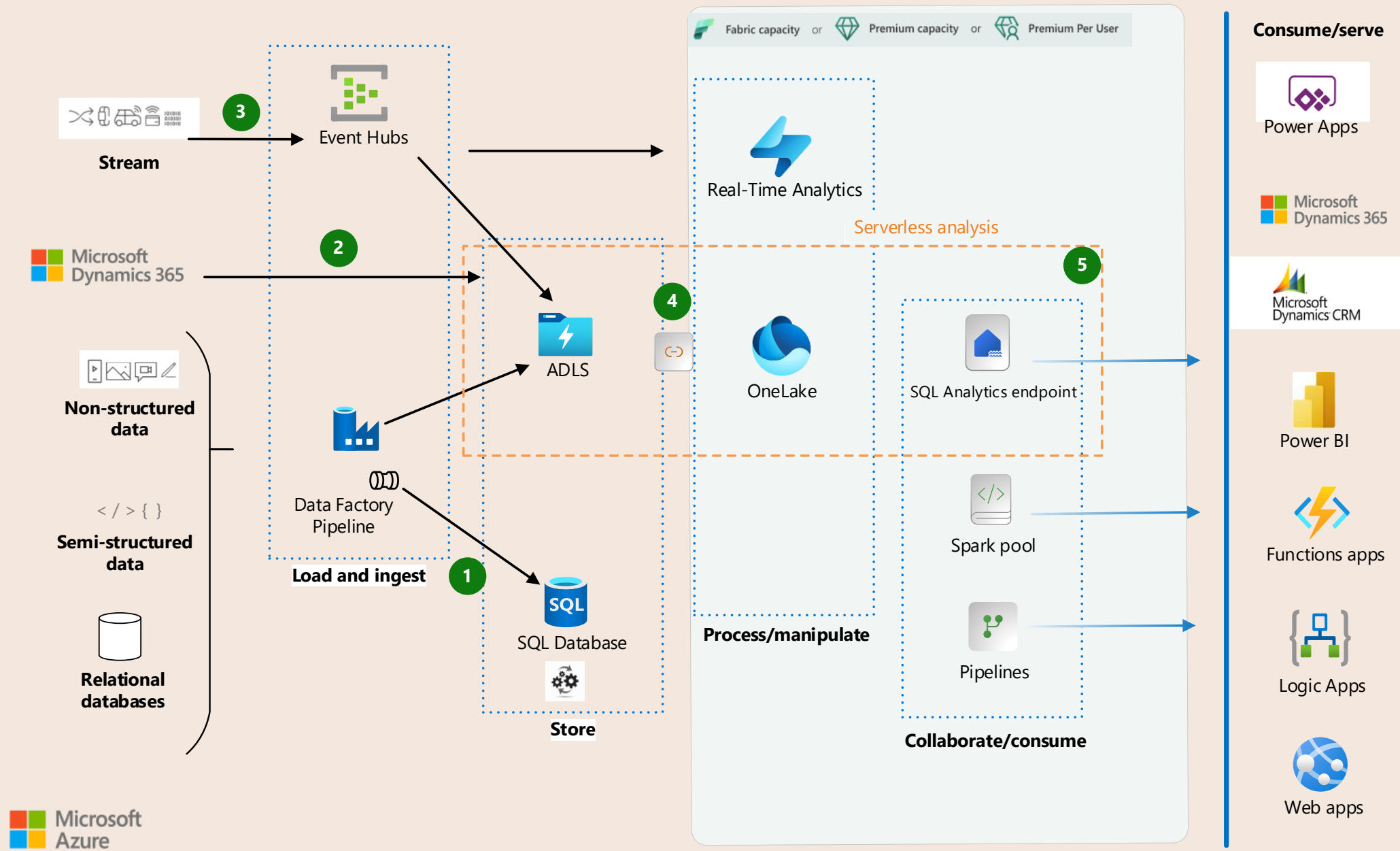
Average time elapsed from placement to packaging

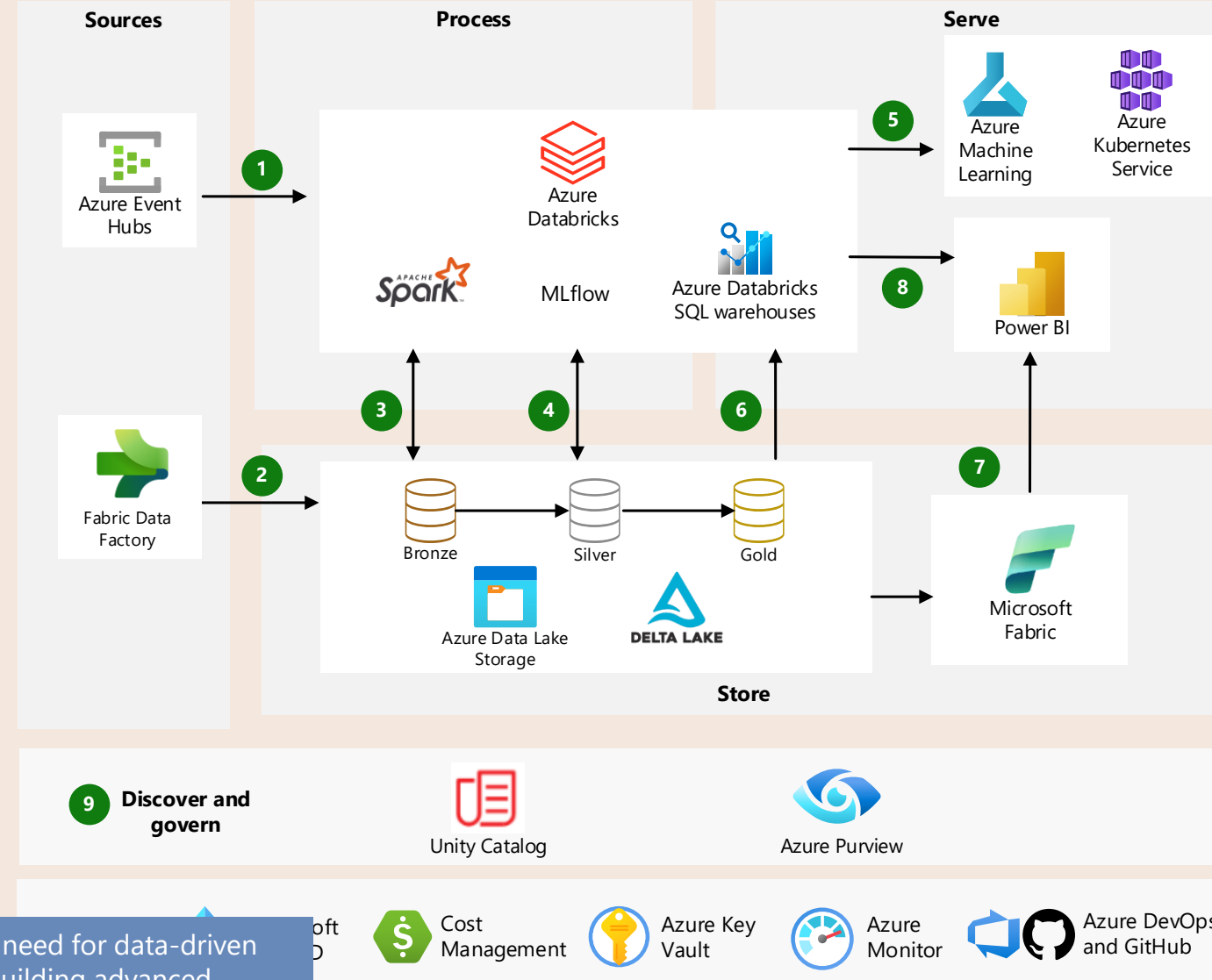
Average time elapsed from packaging to shipping

Average time elapsed from shipping to delivery

A company with emerging analytical capabilities, should focus more on standardizing and automating its analytics potential, to save on time and development costs, achieve a coherent way of understanding and communicating during decision making – a 'single version of truth' – and progress towards scaling even further.

While at the same time building the analytical infrastructure(s),





Finally, a company that has already grounded the need for data-driven decision making within its culture, can invest on building advanced infrastructure, to incorporate both structured & unstructured information (text, video) from its business processes and its systems into its 'single version of truth', to achieve enhanced near real-time insight...

Leveraging my network of trusted partners...



Vasilis Panagopoulos, MSc



Grigoris Nitas, MEng



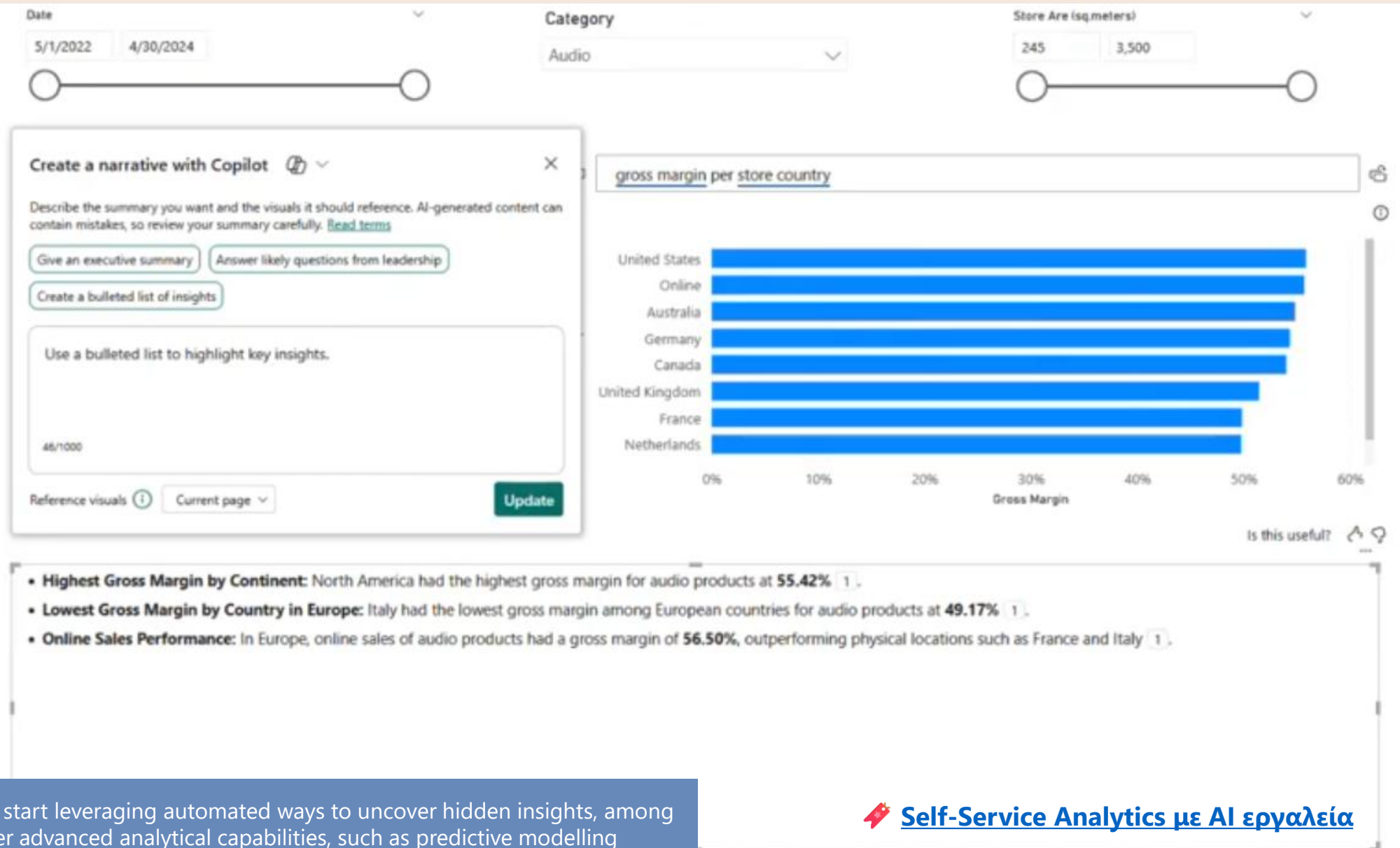
Tony Loci, MPM



... and more

... within a structured process that ensures timely delivery as per the requirements, and quality of the deliverables up to the high standards I set for our projects.

...helping you obtain insights in seconds, using AI,



The automated, consolidated datasets we create, are further prepared for AI, as we work with you to incorporate business context that aligns with your business processes,

[How to 'prep' for AI in PBI](#)

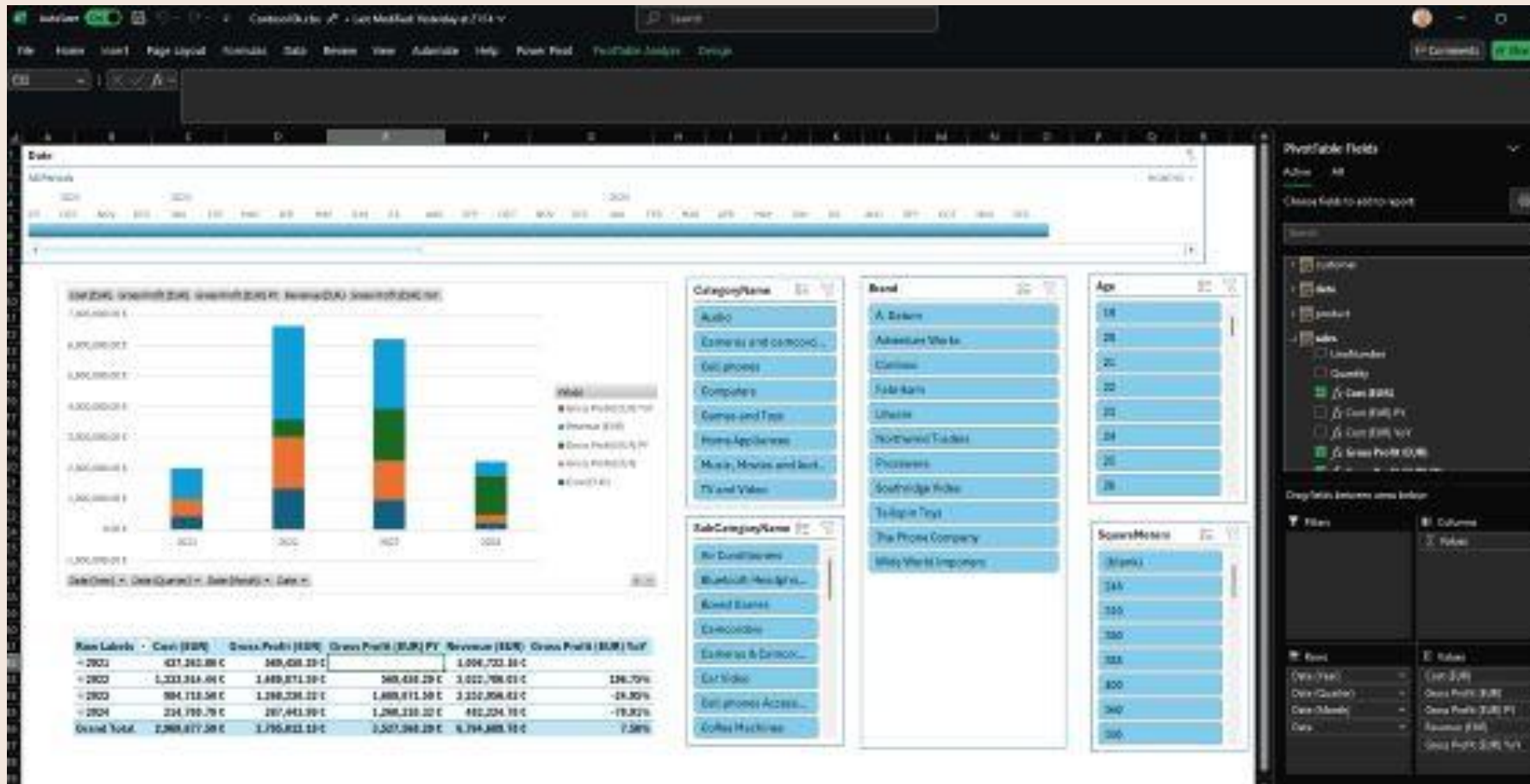
enabling you to ask questions in natural language and get insights & reports generated automatically by AI tools, in seconds.

...to start leveraging automated ways to uncover hidden insights, among other advanced analytical capabilities, such as predictive modelling

 **Self-Service Analytics με AI εργαλεία**

In tools like Power BI, or more familiar tools like Microsoft Excel


 [Connect to Power BI from Excel \(GR\)](#)



...while empowering them to leverage advanced analytics - even within Excel through a secure way to integrate Python code, managed by Microsoft

 [Self-Service Analytics με απλό drag & drop](#)

A company should also empower its people with effective tools for performing the analytics they need to get insights and make data-driven decisions, increasing analytical productivity >10x and progressing further towards optimizing its decision-making processes.

 [Example of Python in Excel \(GR\)](#)

```
Py df = xl("A1:D12", headers=True)
df.groupby(["From", "To"])["Case ID"]
```

ATHEX (Top-25 cap) Organization

Guided a team of Big-4 specialists to migrate the analytical infrastructure used for automatic BI reports

(from Databricks, ADF, Synapse, Power BI)

... into a Data Lakehouse within Microsoft Fabric, that enables:

- 1) Consistency and accuracy of reporting metrics across business lines and processes.
- 2) Faster and more cost-effective development of new reports and analytics.
- 3) Business stakeholders can generate actionable insights in minutes, by creating their own analytics, through AI & Self-Service BI.

Global 500 Company

Contributes to next-gen BI capabilities for global Supply Chain Analytics, which provide Gen AI capabilities, dashboards with KPI customization features, alerts management with comments & status write-back, etc.

At the same time, contributed to the development of a Power BI reporting pack to monitor key metrics such as OTIF and 3PL performance KPIs, ...and helped redesign the underlying semantic data models, improving reporting performance vs. capacity costs, of over 400% in total.

ATHEX listed Company

Developed Power BI reports to help the client manage sales, shipments and safety stock & delivery timelines,

leveraging SAP BW, Proteus WMS & Aimplan to 'write-back' user defined input for global demand and lead times,

...creating a 'translytical' tool that extends 'classic' reporting and empowers the client control their global supply chain in a proactive, cost-effective, and collaborative way.

Ioannis Fousteris

Group ICT Director,
leading Greek manufacturer

We had the privilege to co-operate with Matt, an excellent professional with an out of the box thinking and always willing to assist. I do recommend Matt, regardless of the complexity of the requirements.

Harris Theodorakis

Manager SE Europe,
global Supply Chain company

Working with Matt has enabled us to convert raw data into KPIs and market trends, with a profound impact on our business. Matt's continuous support allow us to aim on higher efficiency, sustainability and cost savings.

Angelos Paidas

Head of e-Mobility Products & Services,
leading Greek Energy provider

I've been working with Matt for over a year, in order to create some advanced BI reports. His in-depth knowledge of BI tools and professionalism are standing out and helped deliver 1st class Power BI reports.

Poulcheria Benou

Information Systems Analyst,
leading Greek bank

I have worked with Matt in a BI project for a Greek bank. The quality of the result, timely response and excellent cooperation, make Matt a leader in his field and an impeccable professional.

Dimitris Dimopoulos

Vice President, Circana

I had the pleasure of working with Mattheos on various projects and feel that I have benefited greatly from his expertise and effectiveness. He is adept in a variety of programming languages and always willing to transfer knowledge.

Tasos Plataniotis

Director, EY

I worked with Matt in several projects in EY. He was a very skilled senior, with knowledge of various areas of financial risk and strong computational skills. He has always provided significant input in the challenges we faced.

Schedule a Free 30'
Discovery Call

