Synopsis

Financial Analytics:

Cash Flow Analysis

Financial Analytics

Synopsis

A notable technology company, guided by Finance Director Mr. KR Verma, prioritizes optimizing cash flow management to support strategic initiatives and mitigate financial risks worldwide. Efforts are focused on implementing tools to simplify cash flow monitoring, aiding in better adaptability and understanding in ever-changing business environments. Mr. Verma seeks assistance from the BI team to create an insightful dashboard illustrating cash flow movements. The challenge involves real-time monitoring of cash inflows and outflows across diverse markets and product lines. The objective is to refine liquidity management, mitigate financial risks, and ensure efficient resource allocation, fostering sustainable growth and profitability.

EY

E-Commerce Analytics:

*Marketplace Price
Optimization Analytics*

E-Commerce Analytics

Synopsis

A prominent Indian e-commerce enterprise, headquartered in Bangalore, specializes in fashion apparel with a focus on optimizing sales performance. Collaborating with major online retail platforms, it aims to expand market presence and gather insights into trends. The E-commerce Analytics project targets developing a comprehensive dashboard for various marketplaces to enhance sales and marketing effectiveness. By analyzing sales trends, ad campaign impact, and marketplace dynamics, the goal is revenue growth and better decision-making. Leveraging advanced analytics like data visualization and predictive modelling, the organization seeks to elevate its market position, boost sales revenue, and drive growth in the e-commerce sector.

EY

Social Media Analytics:

Convert Traffic into Customers

Social Media Analytics

Synopsis

An analytics consultancy firm is dedicated to improving social media campaign effectiveness for diverse companies. Their goal is to develop a comprehensive social media analytics dashboard with Power BI using a dataset that includes multiple marketing campaigns and audience segments. The dashboard will provide practical information to increase conversion rates, reduce acquisition costs, and enhance ROI for various campaign types, audience segments, and geographical areas. They aim to identify key elements for effective customer acquisition by analyzing performance metrics such as clicks, impressions, engagement score, and conversion rates, and use data-driven strategies to improve future social media campaigns.

EY

Supply Chain:
Smarter Stock Management Analysis

Supply Chain

Synopsis

A leading Asian furniture manufacturer in Delhi aims to enhance its supply chain efficiency and customer satisfaction through better inventory management. Facing challenges like excess stock and poor turnover, CEO SG collaborates with COO Vikrant and Sales Director JK to develop an advanced inventory analytics solution. The company's goal is to use data-driven insights to improve inventory levels, prevent stockouts, enhance supplier performance, and optimize demand forecasting. Effective execution guarantees lower expenses, enhanced service, and a competitive advantage.

EY

Thank You