

## Business intelligence – commercial critical insight

Make smart business decisions based on real-time data-driven insights

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# Business intelligence – commercial critical insight

## Challenge

We were asked to develop a solution to significantly reduce time spent generating reports to create a single customer view.

The client relied on complex spreadsheets that would merge unstructured data sources to manually pull together various statistics and insights.

## Solutions

**We split the project into two parts:**

- Data consolidation and single customer view
- Business intelligence (BI) and data visualisation

The dashboard design was developed to the client's visual requirements so they could make smarter, faster business decisions based on real-time data-driven insights.



# Wired to solve problems

**We're a clever team of specialists in data engineering, BI, data science and multi-channel marketing.**

Blending real 1:1 communications, AI, machine learning and human intelligence, we connect people with your brand.

We were the original UK partner for Adobe Campaign. We've nearly 20 years' experience in data management, automation and customisation of enterprise data management and marketing other platforms.

Fuelled by inquisitiveness, forward thinking and excitement at the advancements of technology, we're entrepreneurial, adventurous and we make stuff happen.

We help clients get under the skin of a human being's emotional narrative – their story – and see what's important to each customer.

Our clients trust us for our responsive, personal and upfront approach to help them create highly targeted, intelligent communications.

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