**🧾 Service Catalog: Analytics & BI**

**🌐 Section Title:**

**Turn Your Data Into Actionable Insights**

Empower your business with real-time dashboards, automated reports, and intelligent KPI tracking to drive faster, smarter decisions.

**🧩 1. Dashboard Development**

**🔹 Overview:**

Design intuitive, user-friendly dashboards tailored to your teams, KPIs, and business domains.

**✅ Key Services:**

* Executive and operational dashboards (CEO, Sales, Ops, Finance)
* Custom layouts by department or persona
* Drill-down, filterable, and interactive components
* Embedded dashboards in internal apps or portals
* Tools: Power BI, Tableau, Looker, Metabase, Superset

**🎯 Outcomes:**

* Single-pane view of enterprise performance
* Accelerated decision-making with real-time visibility
* Reduced dashboard development cycles

**🧩 2. KPI Definition & Tracking Framework**

**🔹 Overview:**

Establish meaningful KPIs and a unified method to track them consistently across business units and systems.

**✅ Key Services:**

* Workshops to define success metrics with stakeholders
* KPI taxonomy and business glossary creation
* Data model design for real-time and historical tracking
* KPI scorecards and target/threshold visualization
* Alerts and trend monitoring

**🎯 Outcomes:**

* Aligned objectives across business and tech teams
* Transparent and accountable performance tracking
* Easily accessible progress against targets

**🧩 3. Automated Reporting Solutions**

**🔹 Overview:**

Build robust, automated reporting pipelines for daily, weekly, monthly, or ad-hoc delivery—removing manual effort and risk.

**✅ Key Services:**

* Pixel-perfect reports with scheduling and email distribution
* Self-service reporting setup with permission-based access
* Report bursting and parameterization by region/team
* Data export integration (PDF, Excel, HTML, CSV)
* Tools: SSRS, Power BI Paginated, Google Looker Studio, Apache NiFi

**🎯 Outcomes:**

* 100% reduction in manual report generation
* On-time delivery of business-critical reports
* Improved trust in data across stakeholders

**🧩 4. Advanced Analytics Enablement (Optional Add-on)**

**🔹 Overview:**

Equip your BI layer to support forecasting, clustering, and advanced analytics integration.

**✅ Key Services:**

* R & Python script embedding in dashboards
* Integration with ML APIs (e.g., anomaly detection, predictions)
* Scenario modeling and sensitivity analysis
* Data storytelling via dynamic visual narratives

**🎯 Outcomes:**

* BI becomes a decision engine, not just a dashboard
* Deeper insights without jumping to separate tools
* Scalable analytics adoption across business users

**📌 Optional Integrations:**

* **SSO + Access Controls**: Enforce data security and compliance
* **Mobile BI Dashboards**: Optimized for mobile/tablet delivery
* **BI Governance Framework**: Cataloging, documentation, and version control for reports