



# Global Business Insights 360 Project

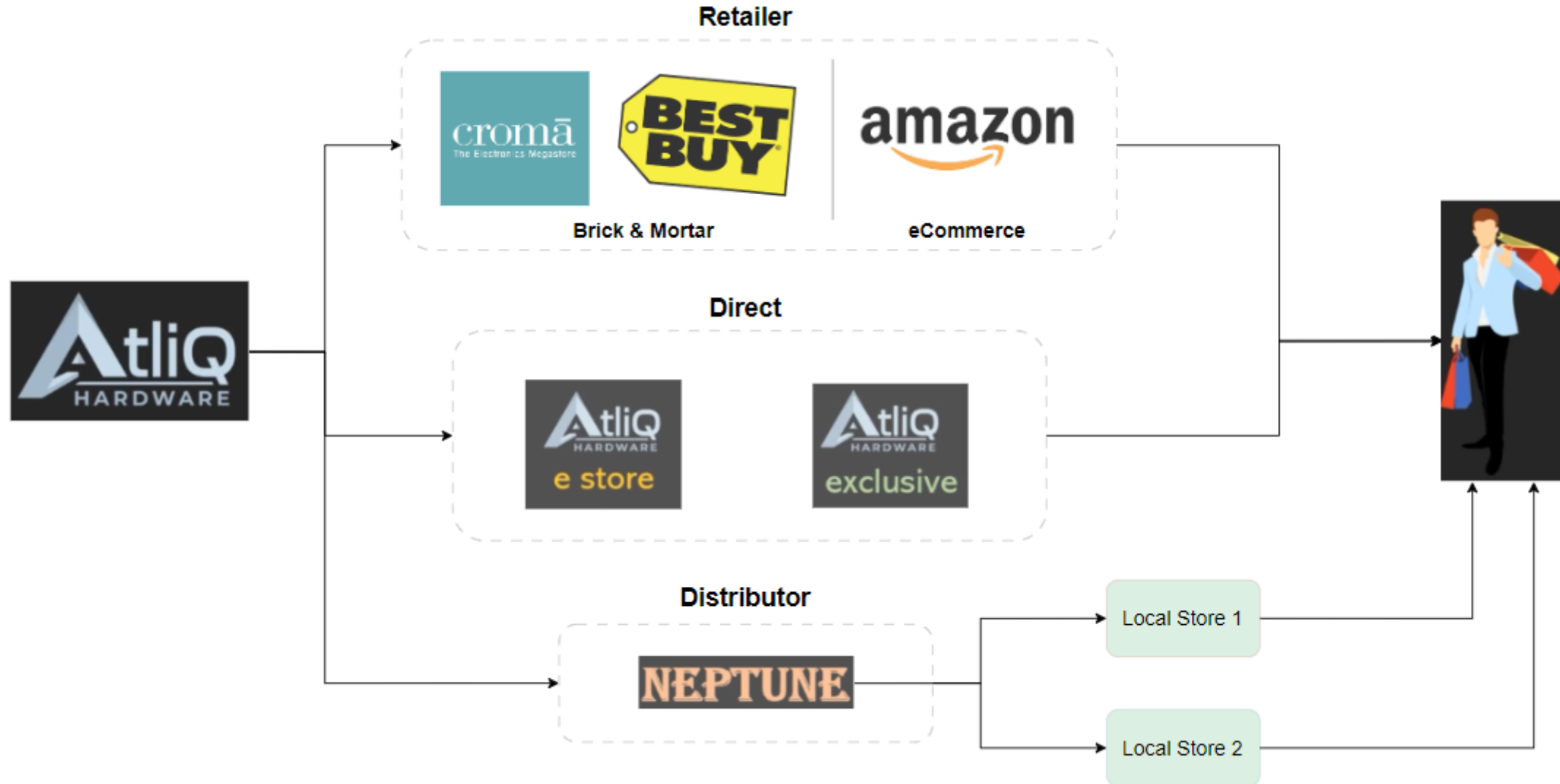
Presented by: Nitin Kunigal



# Agenda

- AtliQ's Overview & Business Model
- Challenges Faced
- Solution
- Business Impact & Execution Strategy
- Stakeholder Mapping & Engagement Strategies
- Project Lifecycle and Power BI Deployment
- Dashboard Wireframes
- Power BI Dashboard – Multiple Views
- Strategic Business Impact
- Strategic Recommendations

# AtliQ's Business Model





# Challenges Faced

- Rapid Growth, But Growing Pains
- Lack of Data-Driven Decisions
- Fragmented data sources
- Scaling Challenges
- Competitive Disadvantage



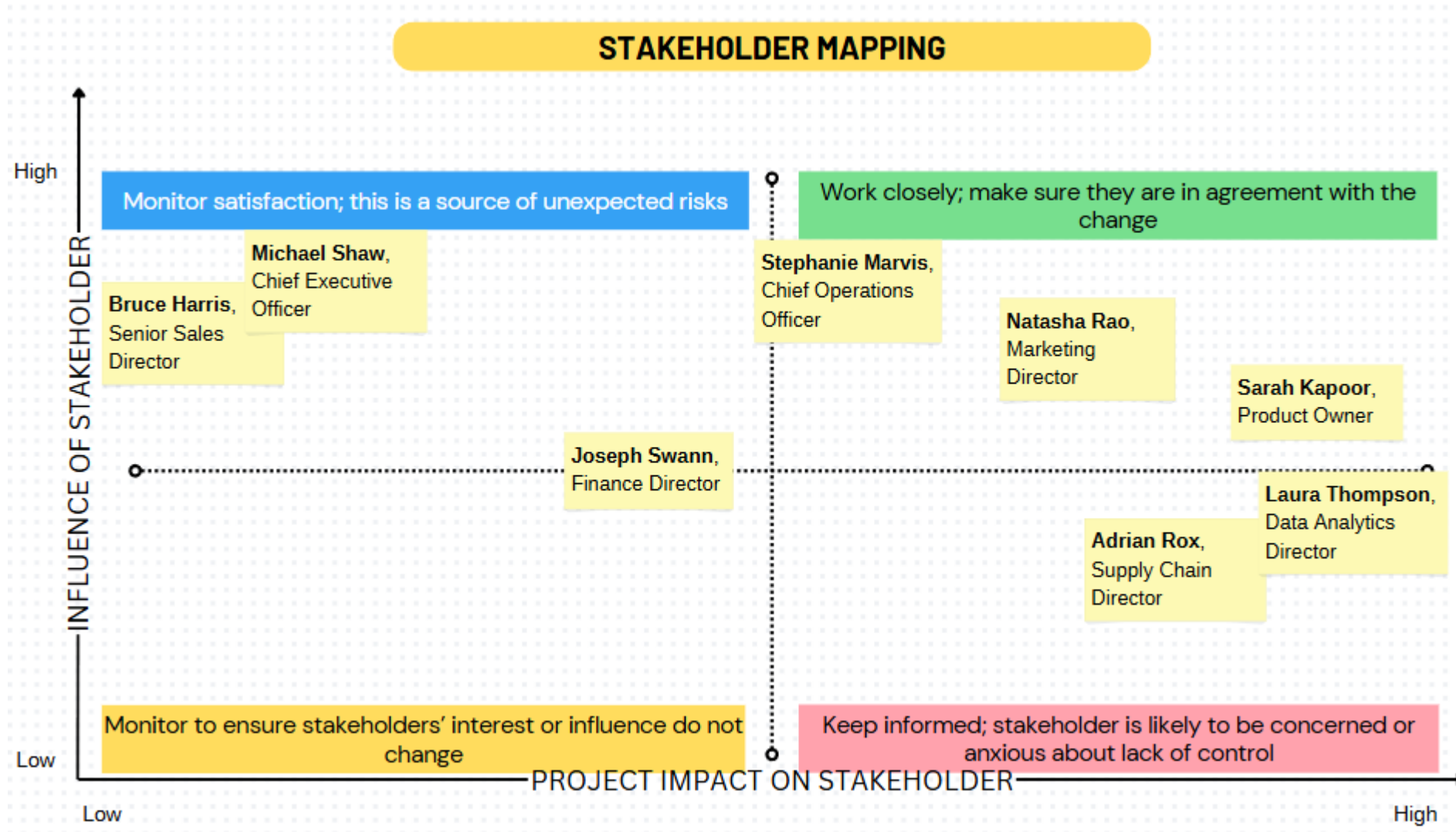
# Solution: Enterprise-Wide Data Analytics Transformation

- Strategic Expansion
- Scalability & Alignment
- Competitive Edge



# Business Impact & Execution Strategy

- Impact Across Business Functions
  - Sales & Marketing
  - Supply Chain
  - Finance
  
- Transparency and Collaboration
  
- Scalable & Flexible Execution
  - Start Broad, Then Narrow Down
  - Department-Level Dashboards
  - Comparison with Competitors





# Project Lifecycle and Power BI Deployment

## ➤ Step 1: Project Initiation & Business Context Understanding

- Understanding Business Problems & Goals
- Project Charter & Stakeholder Mapping
- Wireframes & Initial Prototyping

## ➤ Step 2: Planning & Data Collection

- Task Management & Agile Framework
- Sprint-Based Development & Iterative Feedback
- Data Infrastructure & ETL Pipeline Setup



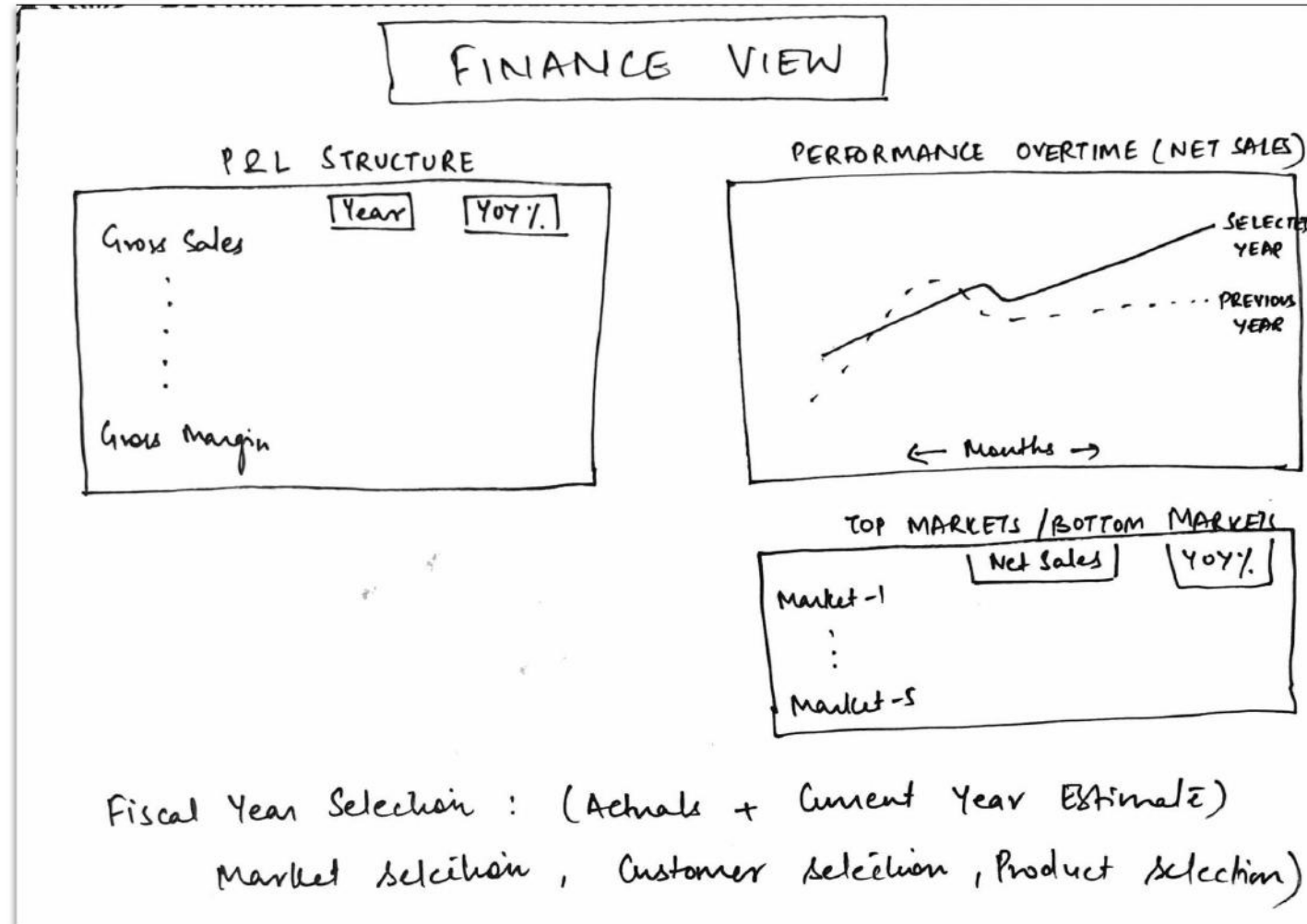


# Project Lifecycle and Power BI Deployment (contd..)

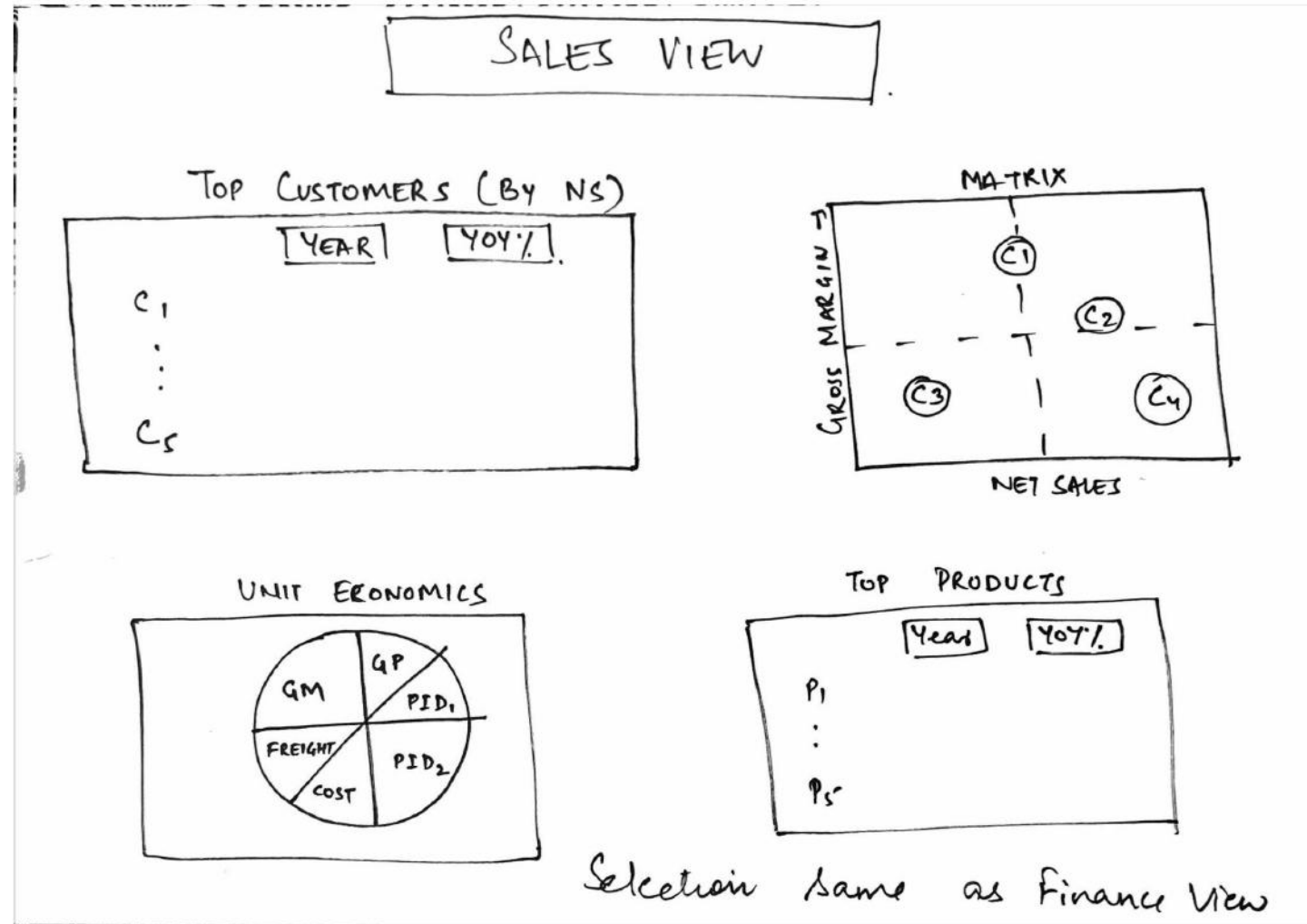
- Step 3: Data Analysis & Dashboard Development
  - Data Cleaning & Preparation
  - Dashboard Design & Business Storytelling
- Step 4: Deployment & End-User Training
  - Solution Deployment & User Acceptance Testing (UAT)
  - End-User Training & Change Management
- Step 5: Post-Implementation Review & Continuous Improvement
  - Performance Monitoring & Feedback Integration
  - Business Impact & Value Delivered



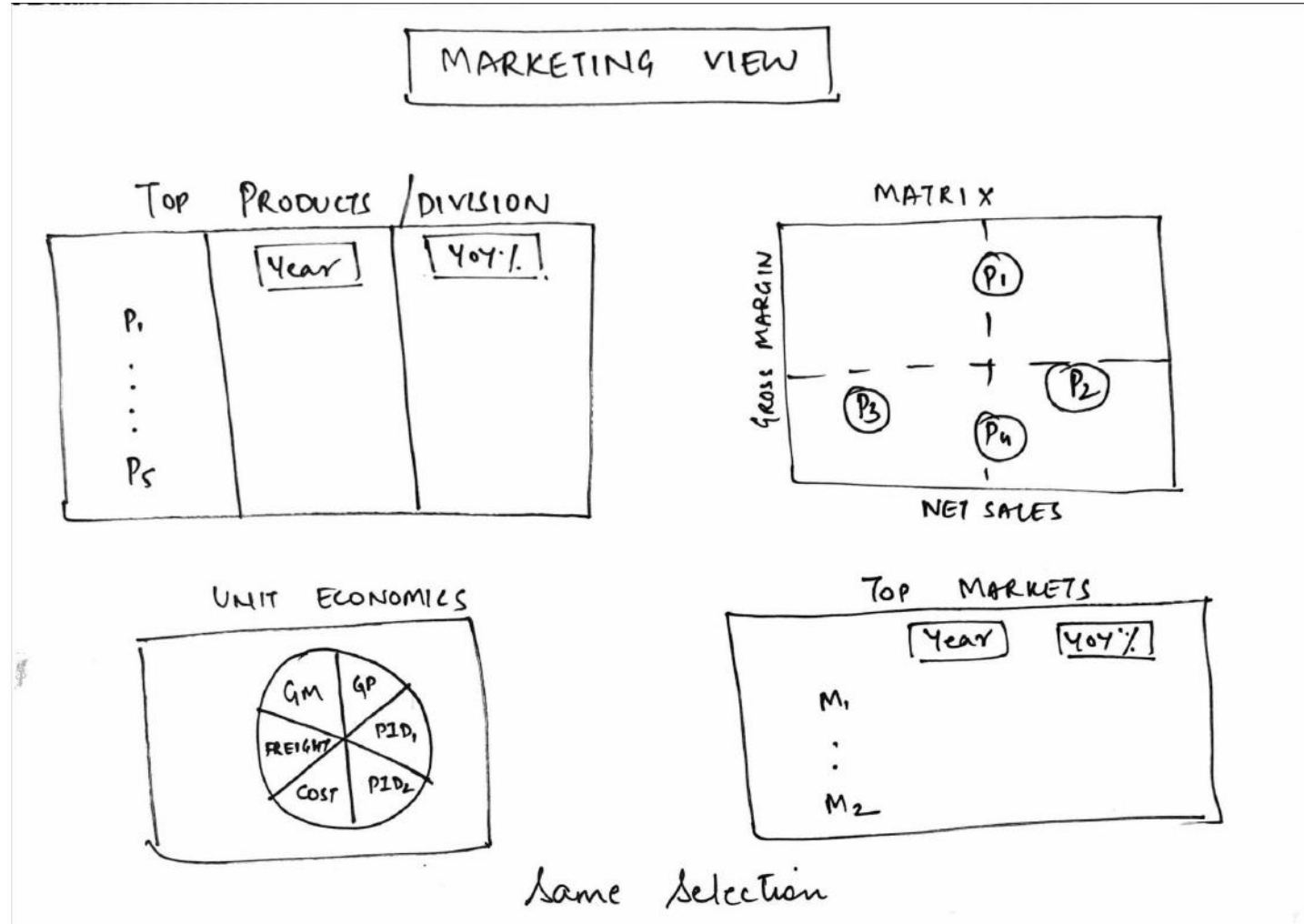
# Dashboard Wireframes – Finance View



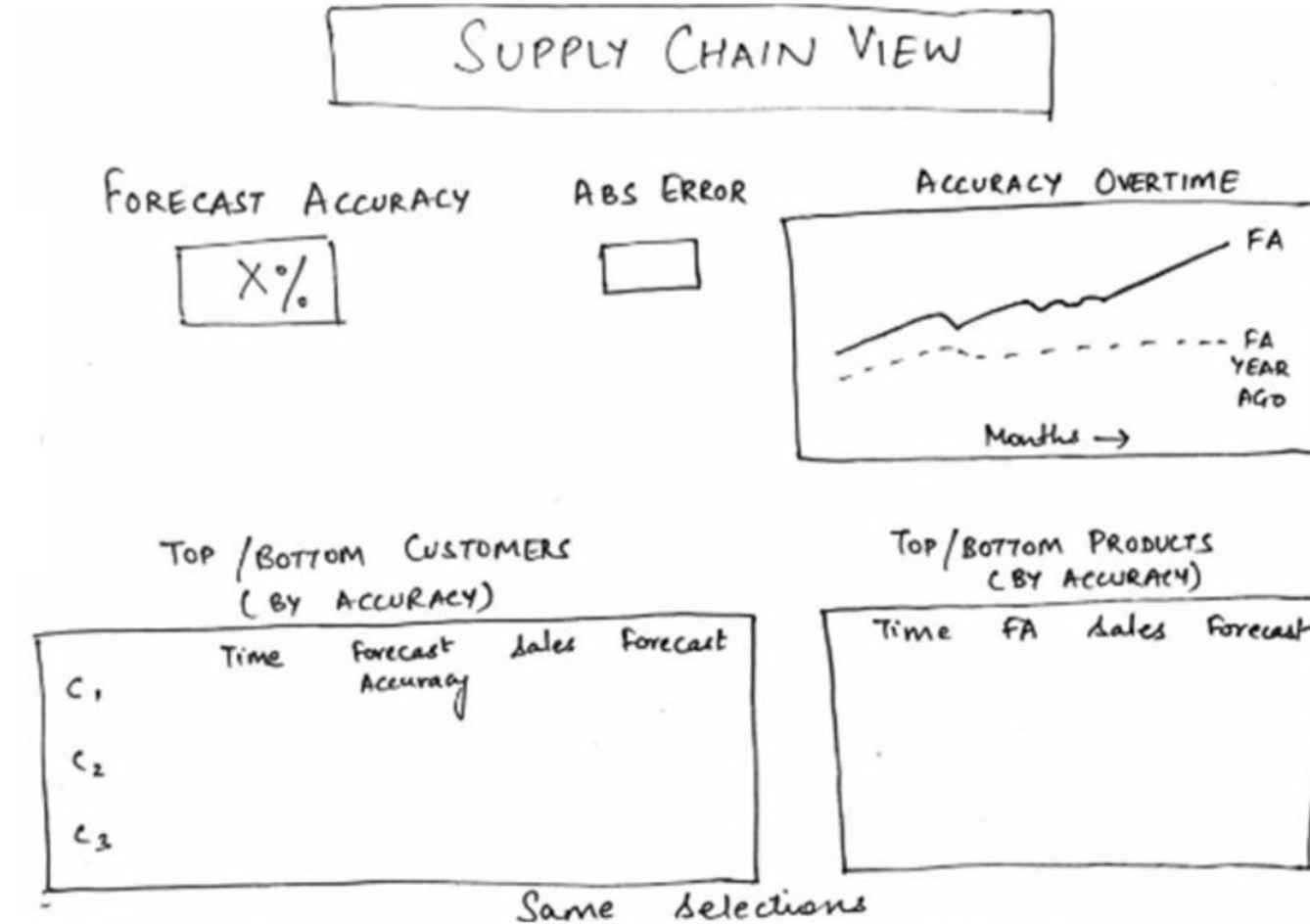
# Dashboard Wireframes – Sales View



# Dashboard Wireframes – Marketing View



# Dashboard Wireframes – Supply Chain View





# **Power BI Dashboard – Multiple Views**



# Strategic Business Impact

- Projected Revenue Growth
- Enterprise-Wide Decision Enablement
- Enhanced Financial Planning
- Sales & Customer Insights
- Supply Chain Optimization
- Marketing Intelligence
- Real-Time Executive Dashboards



# Strategic Recommendations

- Short-Term Strategies (Immediate Impact)
  - Improve Cost Control
  - Refine Product Strategy
  - Enhance Inventory Management
  
- Long-Term Strategies (Sustainable Growth)
  - Balance Market Expansion with Profitability
  - Optimize Marketing Efforts
  - Leverage Advanced Data Analytics for Decision-Making





# Conclusion