

# Experience Consulting

Designing Insightful, Intuitive, and Impactful Data Experiences

## Overview

Durga Analytics empowers business users by designing human-centered, actionable, and immersive data experiences that enhance decision-making and analytics adoption.

## Core Offerings

- Persona-driven dashboard design
- Insight storytelling and visual best practices
- Design thinking workshops and journey mapping
- Embedded analytics and self-service BI advisory
- Data literacy and analytics adoption strategy

## Design Process

- 1. Empathize:** Understand roles, pain points, and decisions users make
- 2. Define:** Identify KPIs, insights, and data interaction needs
- 3. Ideate & Prototype:** Create and test mockups with business feedback
- 4. Deliver & Enable:** Launch solutions, train users, and embed in workflows

## Benefits

- Higher user satisfaction and engagement with dashboards
- Improved trust and actionability of data insights
- Faster analytics adoption across business teams
- Reduced rework and support requests post-deployment

## Client Highlights

- Redesigned performance dashboards for a global sales team, improving usage by 3x
- Led a self-service UX overhaul for a healthcare analytics platform, increasing NPS by 45%
- Conducted persona mapping and journey design for a bank's analytics portal

