

# Analytic Cloud Case Study



## Use Case 01

Major Challenges	Scope of project	Outcome
Billing and Immigration data were tracked in different systems and it was very tedious for the firm to forecast.	Improve user experience and make it compatible to IOS and Android users.	Leveraged artificial intelligence tool - Salesforce Einstein. Customer can access from any device.
Forecasts were done Manually in Excel after exporting from separate system and consolidating	Enhance the Forecasting plan to improve the Sales	Supports predictive analytics, forecasting and insights.
	Help in tracking performance of Immigration Law Firms	Augments the Existing Immigration solution by leveraging its architecture and data model. Improves the quality of the data, accuracy and predictions.

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## Use Case 02



Major Challenges	Scope of project	Outcome
Complex reports were used which didn't give 360 degree picture.	Enhance the Forecasting plan to improve the Sales performance	Implemented Salesforce Einstein Analytics to make Account / Opportunities recommendations, project changes related to product, customer and order
No In-built connector to pull data from external systems	Help in tracking performance (closed and won deals) and pipelines the data, provides filter, forecasting,	It helped to also have a complete picture of No. of calls done by Reps ,No. of appointments booked by Reps, Targets closed per Monthly basis Targets closed by weekly basis, Average Calls Breakdown
Dashboards were not reflecting the data changes.	Make appropriate Recommendations to the Buyers on products and services.	AI Features were leveraged for making the targeted recommendations
Predictive Analysis was cumbersome		

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