Transform Data into Insight and Action
Enabling purposeful digital initiatives which enhance decision making, customer experience, business productivity, and technology-led innovation.
Business analytics: Advaiya approach

Transform data into insight and action

Helping you get the right data, make sense of it, and act on it.

Meet your specific information needs and make better decisions with Power BI solutions for visualization and aggregation of data from across multiple sources

Get started today with Advaiya, Microsoft Gold Partner for data analytics to understand your data better.
Get the right data

- Identify relevant and appropriate information sources

- Connect to 100+ data sources, both on-premises and cloud

- Shape, transform, and clean data for analysis

- Live connectivity to on-premises and cloud data sources

- Extend with custom data connectors for any data source

- Prep data using the familiar Power Query experience on the web
Make sense of data

- Powerful modeling, with right mash-up and business relevant views
- Implementation for high-performance and optimized analysis
- Enabling analysis with quick measures, clustering, and binning
- Relevant, meaningful and powerful measures (with DAX)

Meaningful and useful reports using 150+ visuals and custom visuals
- Explore data across multiple interactive visualizations
- Enabling data story visualization with bookmarks and custom navigation
- Advanced Q&A
- Deliver insights through other services such as SharePoint and Teams
Act on the insights

Enabling sharing and disseminate via embedded/app integrations/secure configurations

Enable powerful insights and foresights with AI/ML integrations

Integrate with PowerApps and Power Automate to act inside the report.

Scenarios:
Power BI embedded in Power Apps and vice versa
Using Power Automate to start simple and complex workflow in other applications
<table>
<thead>
<tr>
<th>Marketing</th>
<th>Sales</th>
<th>Human Resource</th>
<th>Finance</th>
<th>Operations</th>
<th>Support &amp; Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer experience dashboard</td>
<td>Sales performance dashboard</td>
<td>Workforce forecasting</td>
<td>Financial analytics</td>
<td>Predictive maintenance</td>
<td>Service analytics dashboard</td>
</tr>
<tr>
<td>Competitive intelligence dashboard</td>
<td>Sales conversion dashboard</td>
<td>Performance scorecard</td>
<td>Risk management</td>
<td>IT operations insight</td>
<td>Service level performance report</td>
</tr>
<tr>
<td>Marketing KPI dashboard</td>
<td>Sales team KPI dashboard</td>
<td>Employee insight</td>
<td>Financial forecasting</td>
<td>Demand forecasting</td>
<td>Contact center analytics</td>
</tr>
<tr>
<td>Web analytics report</td>
<td>Cross sell &amp; upsell insights</td>
<td></td>
<td></td>
<td>Spend analytics</td>
<td>Operational efficiency</td>
</tr>
</tbody>
</table>

Key scenarios from industry perspective
## Analytics Service Areas

<table>
<thead>
<tr>
<th>Training</th>
<th>Consulting</th>
<th>Implementation</th>
<th>Operations and Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dashboard in a Day (DIAD) – Regularly conducting in India and US with Microsoft</td>
<td>Discover your data 3-day assessment</td>
<td>Data Aggregation and building Tabular model / cubes</td>
<td>Performance Enhancements</td>
</tr>
<tr>
<td>Discover your data</td>
<td>Data Discovery Workshop</td>
<td>Data visualization and reporting</td>
<td>Regular support and enhancements</td>
</tr>
<tr>
<td>Advanced Modeling with Power BI</td>
<td>Data Maturity assessment</td>
<td>Power BI Embedded</td>
<td>Data maintenance</td>
</tr>
<tr>
<td>Advanced Visualization with Power BI</td>
<td>Project Online Dashboards 1-day POC</td>
<td>Azure Analysis Services</td>
<td>Monthly reporting services support and updates</td>
</tr>
<tr>
<td>Advanced Data Shaping with Power BI</td>
<td>Power BI Adoption</td>
<td>Power BI Report Server</td>
<td>Managed services</td>
</tr>
<tr>
<td>App in a Day</td>
<td></td>
<td>Migration from other solutions</td>
<td></td>
</tr>
<tr>
<td>Customer Insights in a Day</td>
<td></td>
<td>Analytics for business insights</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>AI / ML Integration</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Advaiya BI: Highlights

**BI Next**
Future ready approach with consideration of AI/ML, deep automation and organization enablement.

**Purpose Led**
Use of our business discovery framework help us uncover business needs and challenges, identify gaps and build a phase-based approach to unleash power of Next Gen BI.

**Unique Combination of Skills**
Our team of business analysts, data analysts, data scientists, architects and designers work collaboratively to deliver BI initiatives to large enterprises and mid-sized businesses.

---

**Our value proposition**

- Comprehensive roadmap for enterprise information landscape
- Standardized processes and pre-defined checklists
- Deep industry specific experience
- Business process understanding
- Implement the best data management practices
- Use of the latest tools & technologies

---

Select clientele: Microsoft, Larsen & Toubro, Vedanta, Nor1
Data aggregation and reporting
Power BI Embedded

Created embedded reports with row level security for B2B scenarios where end customers are accessing their reports through a portal

• We implemented multi-level row-level security inside their Power BI reports so that only the authenticated user can see the data which he has access to.

• We then created a .NET based application with all the configurations to embed Power BI reports into the application.
Microsoft was looking for help for the MS Field to aid deciding where best to focus for upsell/cross-sell.

We have conducted a deep, detailed, account level analysis using statistical methods and algorithms to study “Best-in-Class” customer characteristics of existing customers and to identify customers most likely to purchase with indication of upside license (and revenue) potential.

Notable other:
Election prediction analysis
Brand / product sentiment analysis
Project budget and cost management reports – ShareAdvance

Workforce analytics to identify the employee attrition trends – Microsoft

Project and financial performance monitoring dashboards – LTHE Professional Services

Data standardization and franchisee sales dashboards for demand forecasting – Coca-Cola
We have expertise in designing and building solutions with modern cloud and other technologies including Microsoft SharePoint, Microsoft Project Server, Office 365, Microsoft Dynamics, Power BI, Microsoft Azure, AWS, Android, iOS, Sitecore and more.

Our consultants focus on business process understanding, digital transformation and building efficient systems. Our marketing expertise include positioning, audience targeting, and communication across media types.

Our user experience expertise help with intuitive interface designs for faster adoption across devices, technologies and use cases. Our creative team powers all aspects of design, editing, and communications functions.
Technology expertise

- Power BI
- Qlik
- Tableau
- R
- Microsoft Dynamics 365
- Office 365
- Project
- Python
- SQL Azure
- Amazon Web Services
- Azure
- SQL Server
- SSAS
- SSIS
- SSRS
- SharePoint
- Visual Studio
- .NET
- PHP
- MySQL
Select clientele

Microsoft  Google  Cisco  VMware  GAEMS  Qlik  Coca-Cola

uptown treehouse  Nucleus Software  Trident Capital  UBM  ScrumTotal  Tata Technologies

Secure  Larsen & Toubro  adani  Vedanta  Wonder Cement

Luminefix  IdeaScale  Resources Online  socedo  QuestionPro  Genpact

ANA  AG Mednet  Jacksons  Pearson  Quaker  ESKAN Bank

TIME XTENDER  ADITI  Altair  APPTIO  Pitney Bowes  project widgets

LiquidPlanner  madai  EHSi  QuePort  Moodwire  Siemens
The Advaiya difference

Purpose led – Understanding our customer’s business purposes and goals, and providing relevant services to meet those desired outcomes

Partnerships – Investment in building partnerships with leading technology firms to enable strategic value for clients via relevant relationships, knowledge, and expertise

Cost effective scaling - Competitive pricing along with the proven ability to provide capacity and scale, and adapt to the needs of our customers

Flexibility – Unique model that allows us to work with clients as a vendor, valued partner, and a trusted advisor

Process maturity – Our mature processes ensures providing visibility and control, effective and timely execution, and high quality delivered

Extensive experience - Proven track record for relevant solutions enablement and services IP creation

Technology expertise – Expertise in working on leading edge technologies and unique learning model to quickly gain context

Design – Intrinsic to our all deliverables with focus on usability and esthetics, such that our work products appeal to customers

2005 ADVAIYA IS FOUNDED

4 LOCATIONS REDMOND (US), UDAIPUR, MUMBAI, AND DUBAI

10+ YEARS OF ENTERPRISE IT, CONSULTING AND MARKETING EXPERIENCE

100+ CLIENTS

1,000+ PROJECTS COMPLETED

ISO Certified 9001:2015

Microsoft Partner

Gold Cloud Platform
Gold Cloud Productivity
Gold Data Analytics
Gold Project and Portfolio Management
Open Value

Amazon Web Services
Partner Network

Sitecore Consulting Partner

Jas-anz

10+ YEARS OF ENTERPRISE IT, CONSULTING AND MARKETING EXPERIENCE

100+ CLIENTS

1,000+ PROJECTS COMPLETED

ISO Certified 9001:2015

Microsoft Partner

Gold Cloud Platform
Gold Cloud Productivity
Gold Data Analytics
Gold Project and Portfolio Management
Open Value

Amazon Web Services
Partner Network

Sitecore Consulting Partner

Jas-anz
Appendix
BI Prioritization Framework
Data Infrastructure Maturity Model

Available
In this stage data is being collected in a variety of corporate systems and is theoretically available but the organization has no consistent and intelligent way of using the available data to improve operations and results.

Aware
In this stage the organization’s people and systems are aware of relevant data and have some defined policies and standards for data processing but have not created the right balance of people, process, and technology to act in a consistent and evolving way on the data, despite fairly sophisticated knowledge.

Accelerating
In this stage, corporate systems and business users are getting increasingly intelligent as large decisions are based on contextual data.

Agile
Organizations deliver contextual, timely, real-time and comprehensive data to business users to perfect both micro and macro decisions in a flexible and adaptive scenario.
Dimensions for Prioritization

• Functional Areas –
  • Finance
  • Human resource
  • Customers
  • Stores

• Organizational levels –
  • C Level
  • Executives
  • Operational Manager
  • Operations

• Data Sources –
  • Geographical
  • Applications
  • Data stores
  • Structured / unstructured
Prioritization Factors

• Strategic Impact –
  • Hard impact – Quantifiable
  • Soft impact – Meaningful

• Complexity –
  • What are the variables involved?
  • Which functions and locations involved?

• Value
  • Cumulative $ value from decision
  • Opportunity cost of not taking / postponing the decision

• Data
  • Data Availability & Relevance
  • Data definitions
  • Data Quality
  • Data Standards, Integrity, Uniformity
## BI: Purpose led approach

<table>
<thead>
<tr>
<th>Prioritization Dimensions</th>
<th>Purposes</th>
<th>Prioritization Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Functional Area</td>
<td>Purpose</td>
<td>Prioritization Factors</td>
</tr>
<tr>
<td>Organizational Level</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Data Source</td>
<td>Visibility</td>
<td>Understanding and analysis</td>
</tr>
<tr>
<td></td>
<td>Control</td>
<td>Impact and value</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Complexity and adoption aspects</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cost and time</td>
</tr>
</tbody>
</table>

- **Identify domains**
- **Identify initiatives**
- **Apply priority levels by factors**
Elements of Data Discovery Workshop

• **Understanding details about current business and infrastructure**
  An offline activity where Advaiya consultants will share discovery questionnaire with client team and they will fill the answers or Advaiya team will discuss through remote meetings to fill the responses.

• **Kick-Off Meeting**
  A meeting with client executive team to understand – objectives, pain points, how success is measured – current KPIs and metrics.

• **Deep Dive - The business stakeholder meetings**
  A Questionnaire will be provided in advance to help the business stakeholders think about what they want. We can hold as many or as few of these Business Stakeholder Workshops as we need. Possible topics include:
  
  • Is existing data quality sufficient for business and data analysis?
  
  • What data sources are you currently missing?
Elements of Data Discovery Workshop

• **Deep Dive - The IT stakeholder meetings**
  A meeting with the IT team to know what are the most important concerns for their team.

• **Overview of Power Platform for business and IT (Optional)**
  A session for stakeholders to showcase useful features and functionalities of Power Platform for developing and using self-service analytics and creating actionable reports.

• **The Envisioning Review Session(s)**
  A discovery workshop session where both the business and IT stakeholders will be together to review what Advaiya has learned from each team. After the review, Advaiya will recommend how you can leverage data and analytics to power Digital workplace.

• **Data Discovery Workshop Report**
  A findings and summary report which includes challenges, as-is state, future state, gaps, list of themes and initiatives, list of projects and sequence of execution, and roadmap.
## Domain experience

<table>
<thead>
<tr>
<th>Retail</th>
<th>Manufacturing</th>
<th>Construction</th>
<th>Healthcare</th>
<th>BFSI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluating stocks and assortments</td>
<td>Predicting future market trends</td>
<td>Common size analysis to analyze values over time and compare it with peers</td>
<td>Balancing patients' and medical staff's needs</td>
<td>Retail banking sales insights</td>
</tr>
<tr>
<td>Analyzing the effects of merchandising strategy</td>
<td>Assess and optimize product inventory management</td>
<td>Assessing project progress and schedule for domestic and international projects</td>
<td>Analyzing medical plan membership</td>
<td>Statutory and compliance reporting</td>
</tr>
<tr>
<td>Customer conversion analysis</td>
<td>Production volume analysis</td>
<td>Analyzing trends in delivery time</td>
<td>Tracking total medical claims</td>
<td>Sales performance</td>
</tr>
<tr>
<td>Footfall analysis</td>
<td>Root cause analysis</td>
<td>Actual cost v/s budget analysis</td>
<td></td>
<td>Customer satisfaction</td>
</tr>
<tr>
<td>Sales and inventory analysis</td>
<td></td>
<td>Predictive analytics and forecasting to identify risks and issues</td>
<td></td>
<td>Financial performance</td>
</tr>
<tr>
<td>Effectively forecast sales based on historic trends</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>