

### **Brief**

**Industry**: Transport

Location: United States of America

Technology: Power BI

Case Study: Enhanced Customer Request

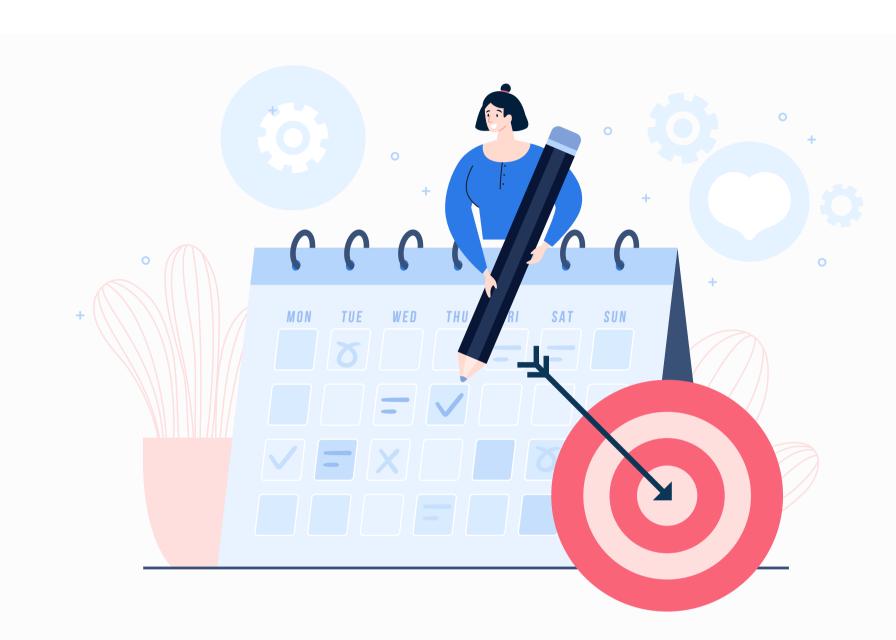
Handling Power BI

### **Client Overview**

➤ Our client is a leading cab service provider in a busy city. They are one of the most popular vendors in this area, which contributes to a large number of incoming requests and complex management procedures. The client has reached AIMDek to manage complicated procedures and seamlessly handle incoming passenger demand.

### Goals

> To prepare high-value visualizations from operational data, such as customer requests, on-route traffic, weather data, and cab-sharing requests. The goal is to collect this data and feed it to the Power BI tool for better management of customer requests.



## Challenges



Lack of data analysis leading to poor real-time decision-making.



Absence of proactive planning in the business.



Improper request management due to low visibility in external factors.

### **Solutions**



## Power BI implementation

Power BI implementation to predict data and offer visualizations to employees in a manner which is interactive and understandable.



## **Proactive Planning**

Power BI improves future forecasting, hence, improves the ability to plan proactively for the high influx and unknown situations.



# Efficient Decision-Making

High availability of data insights for efficient and quick decision-making without using guesswork at any instance for any solution.

### Results

- Improved customer service
- Better proactive abilities
- Seamless cab request management
- > Smooth handling of a sudden influx
- Dynamic decision-making
- > Reduced customer disruptions



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