

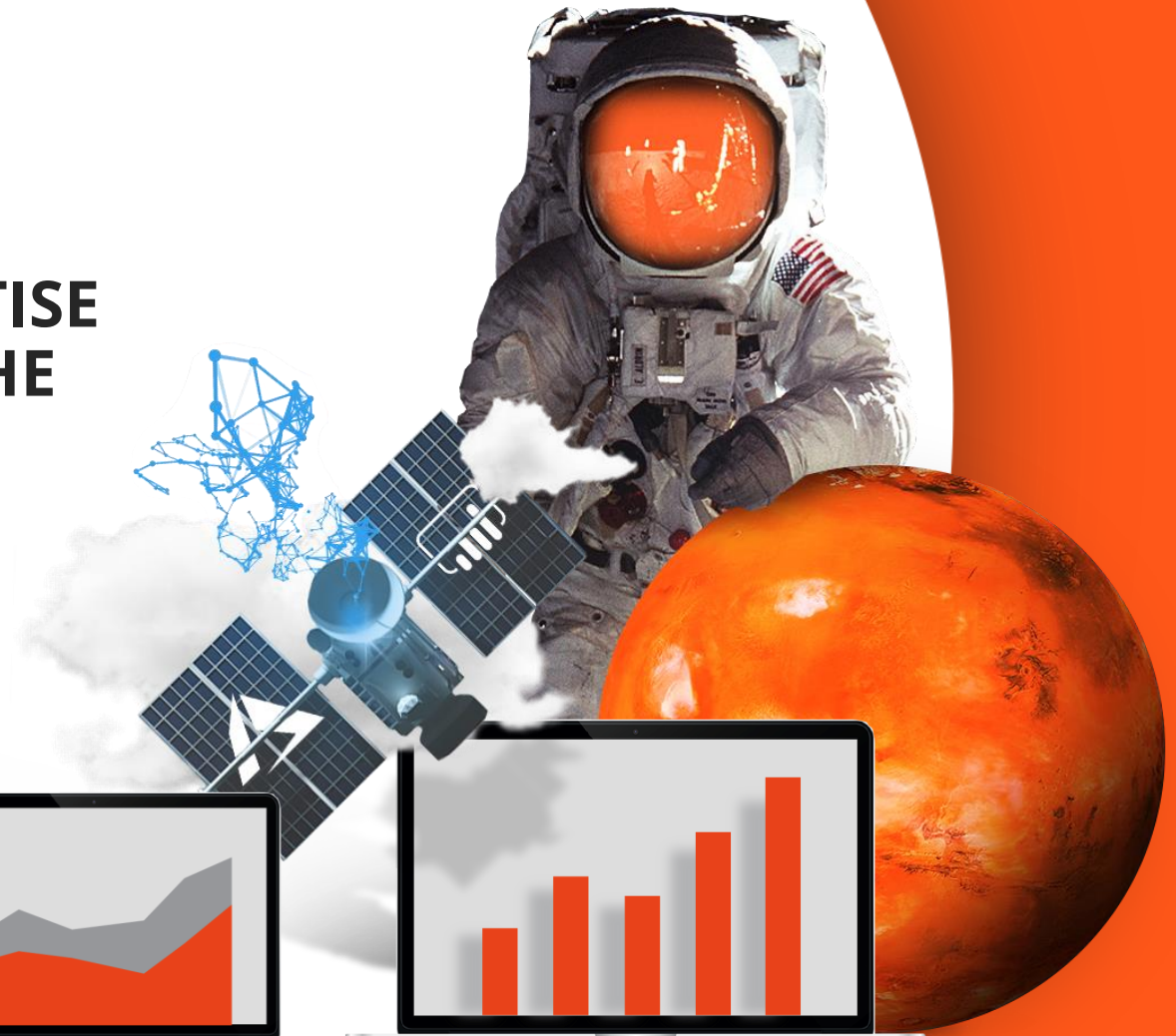


# CLOUDS ON MARS



Power BI

**OUR MICROSOFT BI EXPERTISE  
IS YOUR ADVANTAGE ON THE  
MARKET**



# Build AI

# Stay Human

We are the leader in Microsoft Power BI visualization and analytics together with Azure cloud services.

We focus 100% on data management, BI and AI solutions on Microsoft platforms.



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# YOUR DATA IS THE STORY



TECHNOLOGIES



POWER BI



AZURE ANALYTICS



MACHINE LEARNING



POWER APPS

SERVICES



VISUALIZATION DevOps



AI/DATA SCIENCE



BI/DWH CONSULTING



TRAININGS

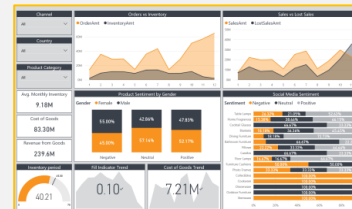
SOLUTIONS



HR ANALYTICS



RETAIL INSIGHTS



INVENTORY ANALYSIS



FINANCIAL CONTROLLING



**Clouds On Mars** has generated impacts up to 13x ROI for our customers



**Lowered cost** of reporting **by 50%** while making decision making process **4 times faster**



**Increased quarterly revenue** for key retail client **by \$10M** and **reducing** product availability cost by 65% and **unavailability by 45%**



**Boosted** additional sales identification **by 20%** over projections

DATA NAUTS  
Passion to explore data space

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# SOCIAL MEDIA ANALYTICS

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001

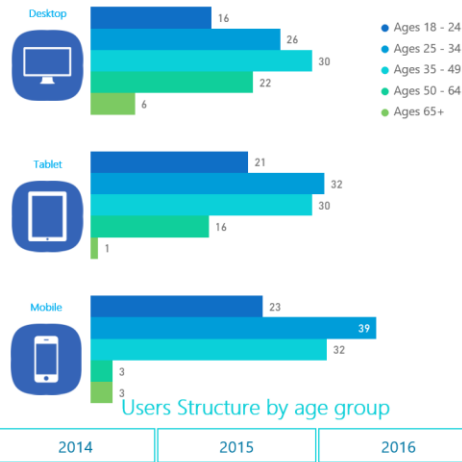
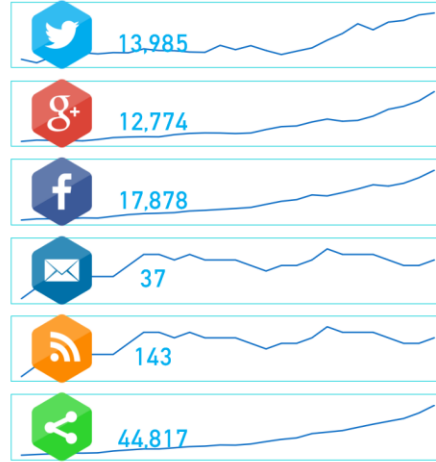


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# Social Media Analytics

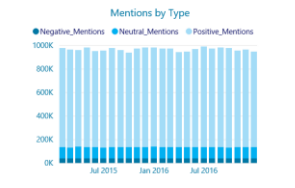
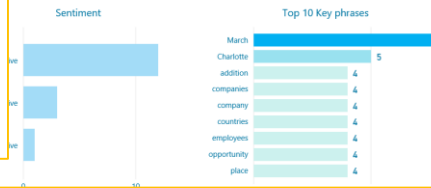
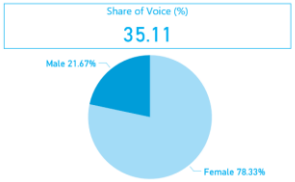


## Social Media Summary



## Social Media KPIs

Number of Topics	13	Positive Mentions	20M
Number of Entities	198	Negative Mentions	1M
Average Sentiment	0.77	Complaints	191K

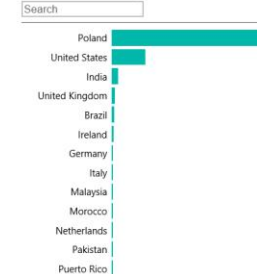


## Website Sessions: last 30 days

Total Number of Sessions  
326



### Select Country (Total Sessions)



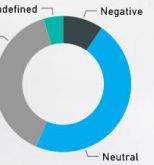
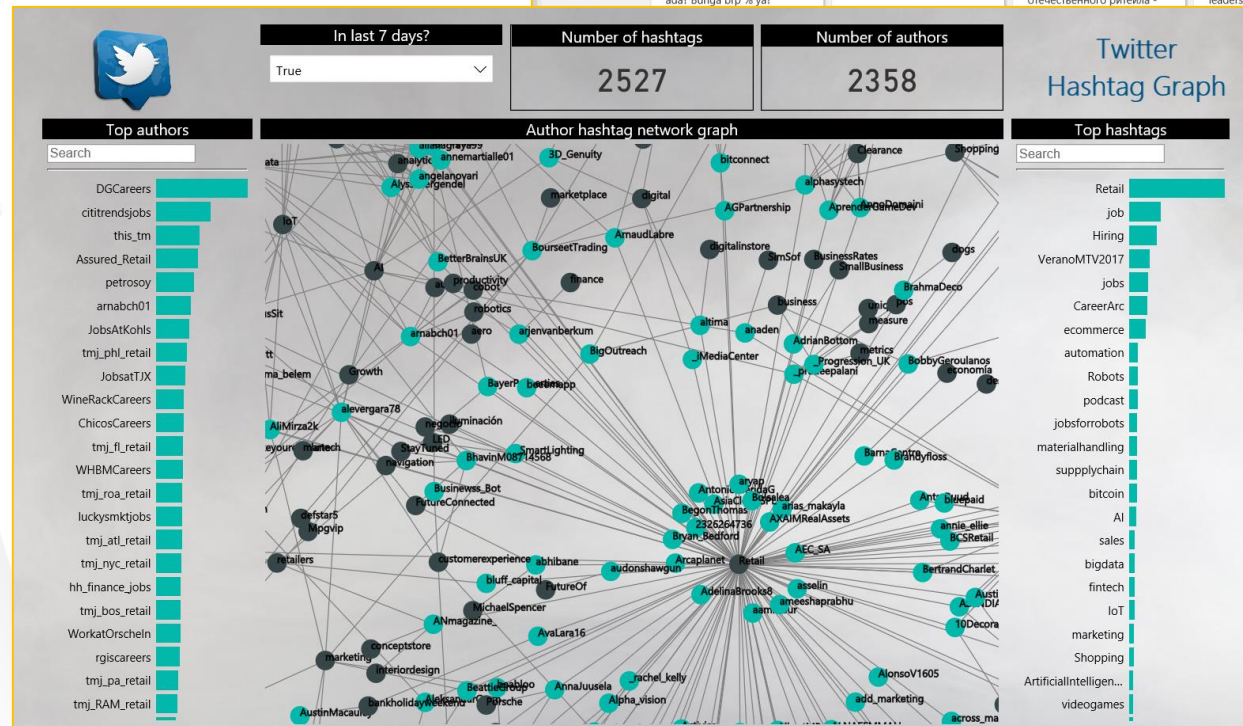
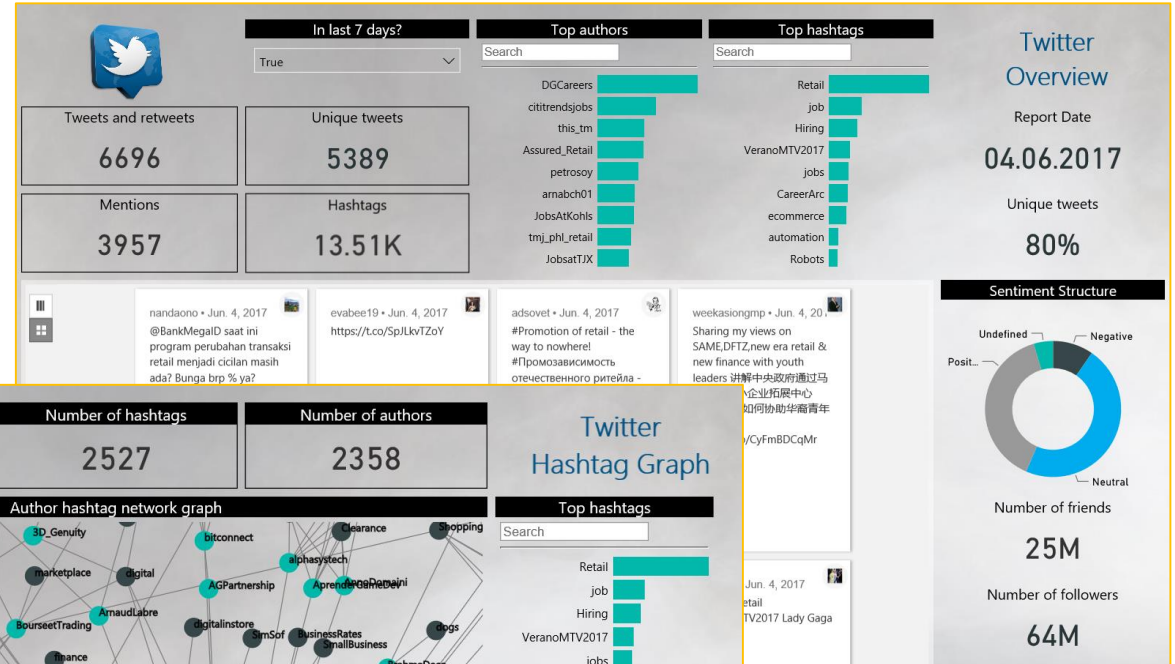
<http://cloudsonmars.com/MoneyFight/>



CLOUDS ON MARS

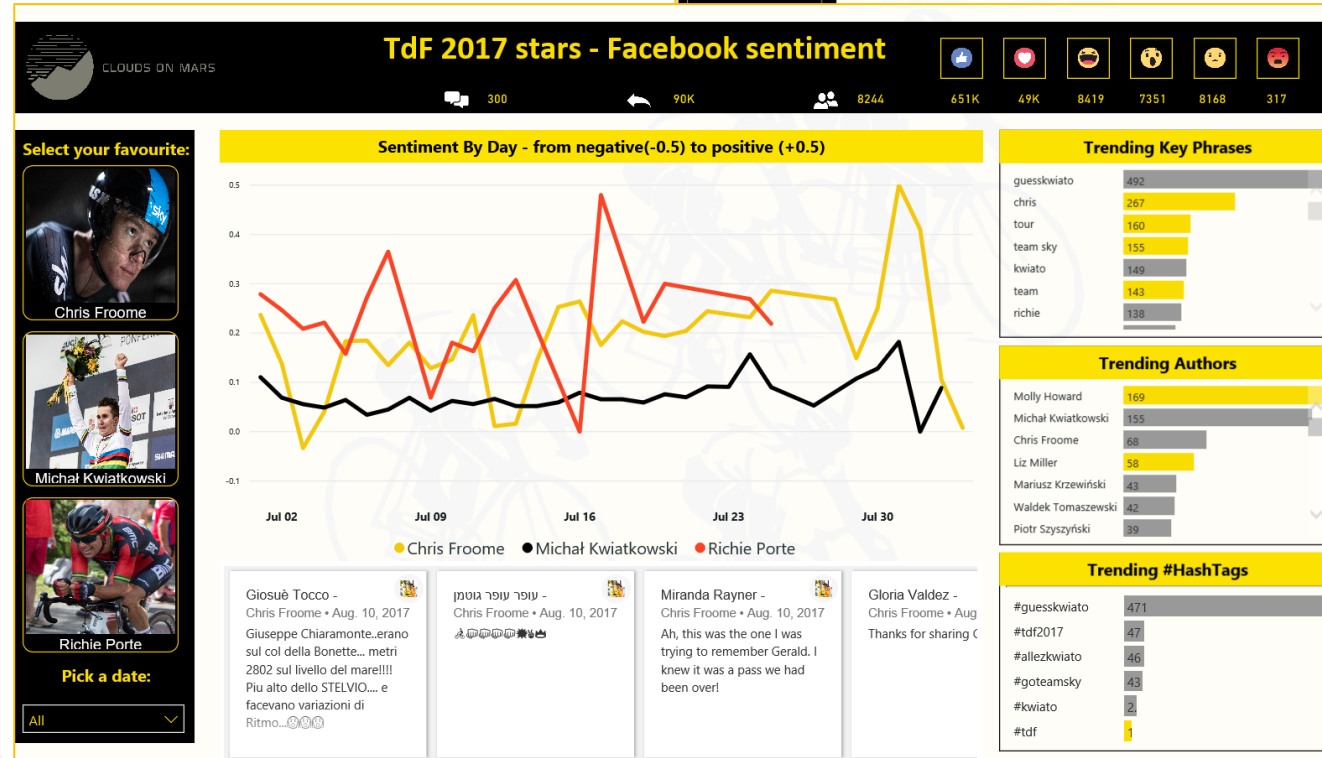
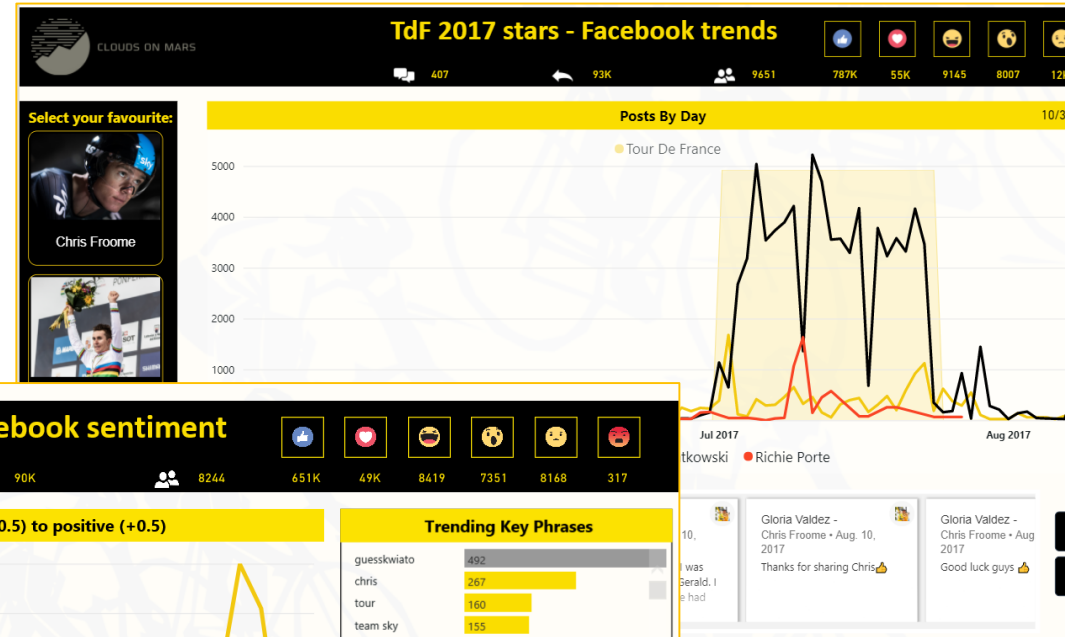


# Social Media Analytics **Twitter**





# Social Media Analytics Facebook/Instagram



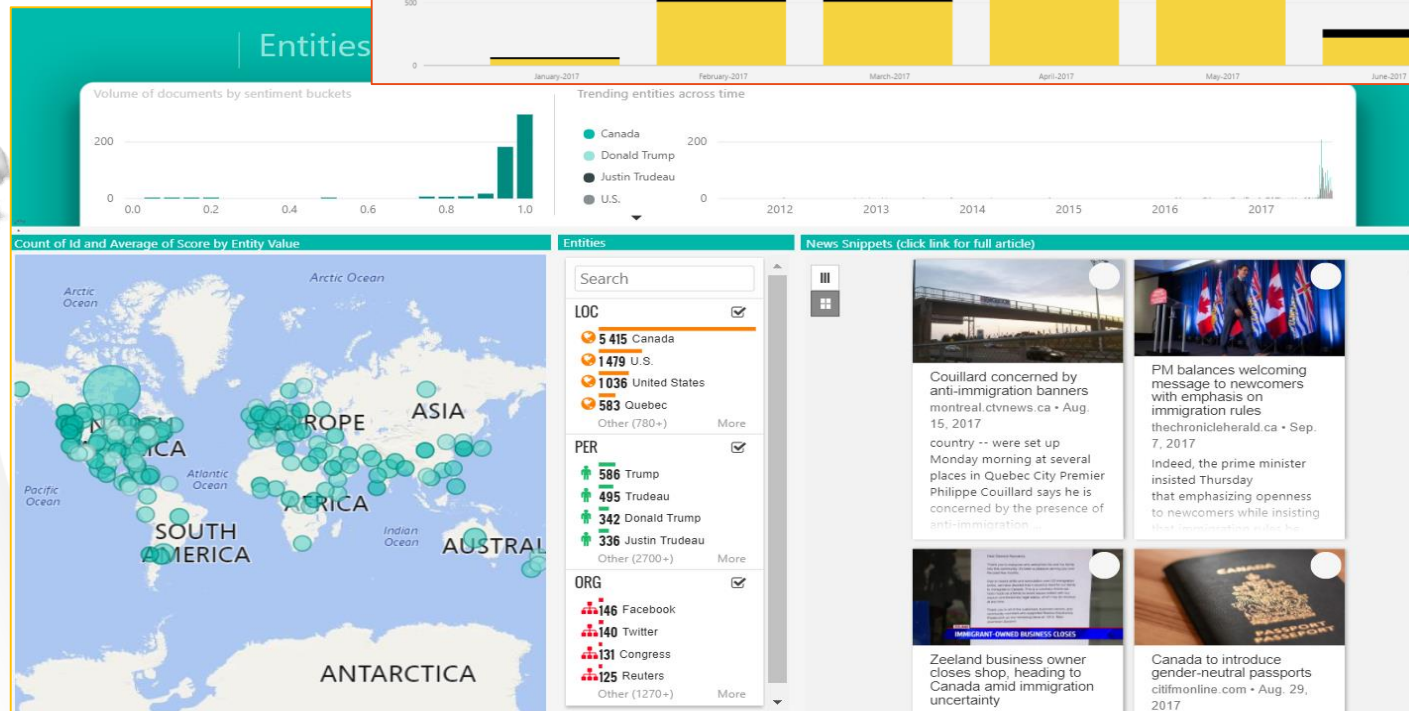
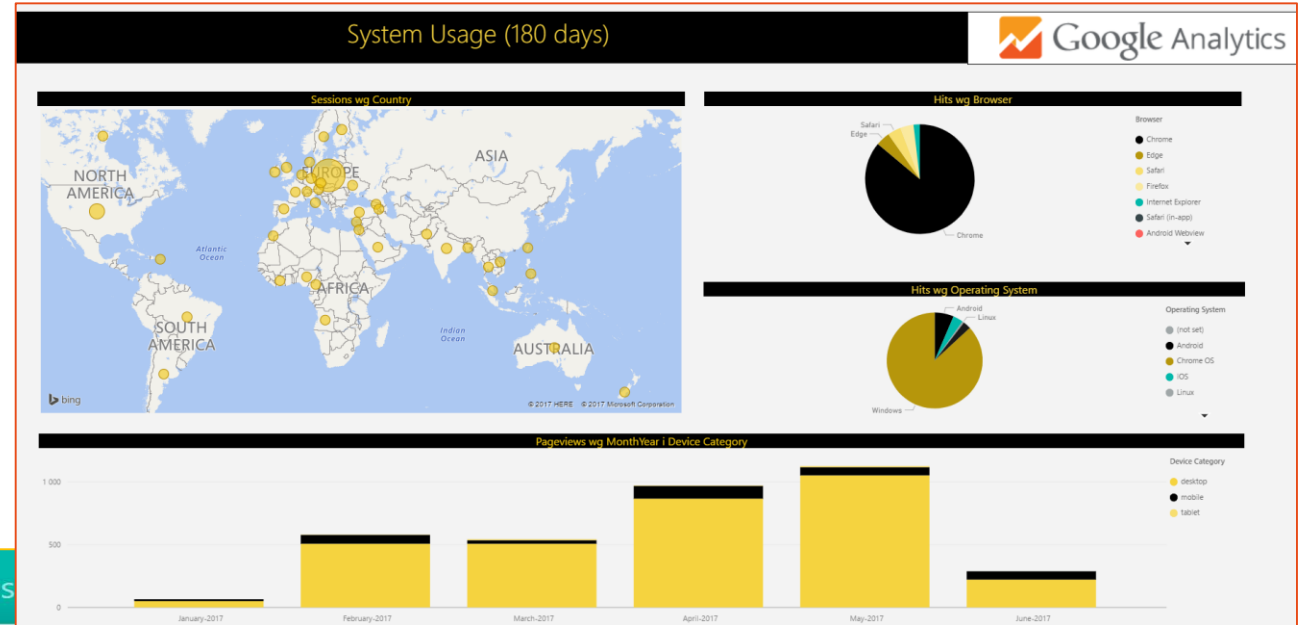




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# Search Analytics Bing/Google





# Search Analytics Advanced Analytics

- Data visualization
- Behavioral analytics
- Predictive analytics
- Sentiment analysis



Publishing Houses

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# Improve Sales Forecasting

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001



# Advanced Analytics for Publishing houses



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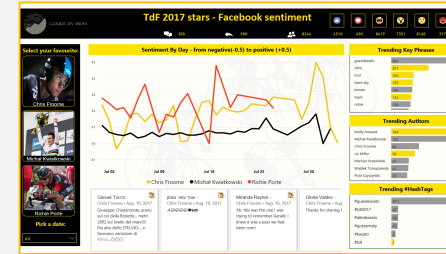
Customer analytics



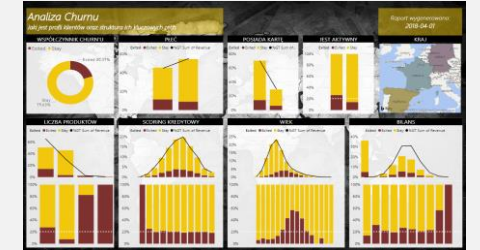
### Customer Acquisition



### Customer Experience



### Sentiment Analysis

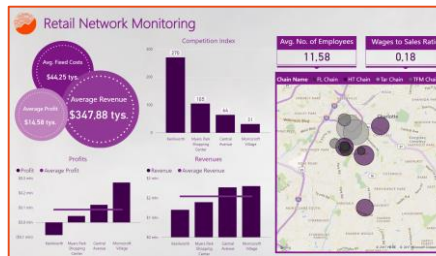


### Churn Analysis

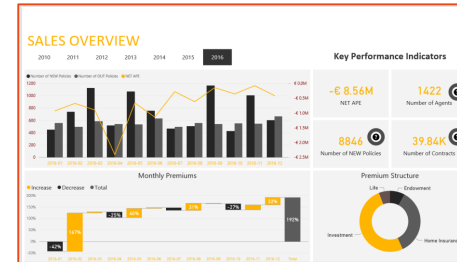
Przedaży i marketing



### Product Monitoring



### Marketing Analysis

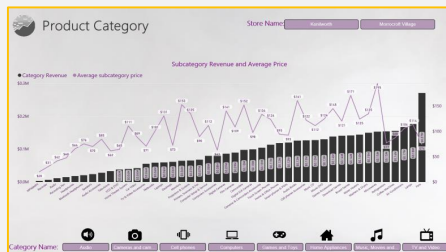


### Sales Insight



### Basket Analysis

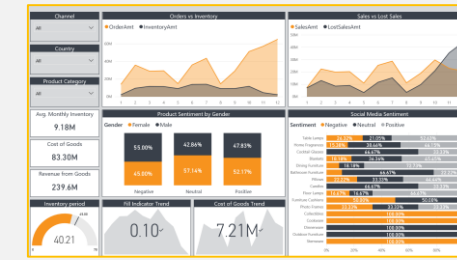
Supply Chain optimization



### On-Shelf Availability



### Warehouse Optimization



### Forecast analysis



### Financial Controlling

# Our Cases | Sales Monitoring



## Business Goals:

German company used different data sources to manage their businesses. There were various sales, accounting, claims and Excel solutions that retained all the information. **The main goal was to turn all this data into insights that can help to understand the company situation and be able to act in a timely manner.**



## Insights we unlocked:

- Do I meet my targets?
- How do my sales channels perform?
- Which products and sales units bring me the most APE?
- What are my product new business vs. lapse trends?
- How do we perform compared to market and competitors?



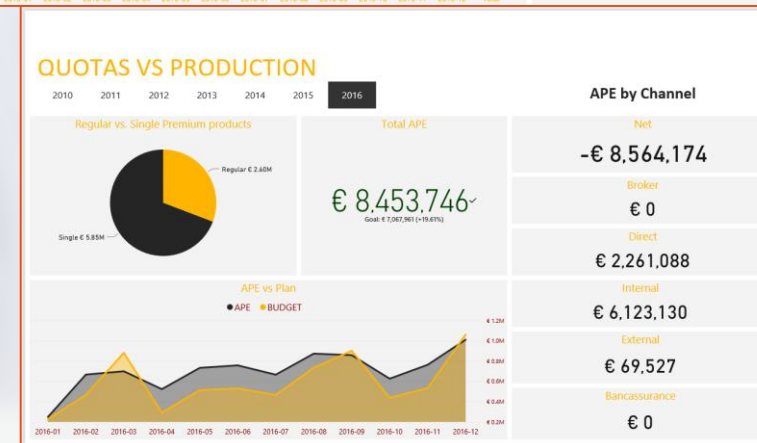
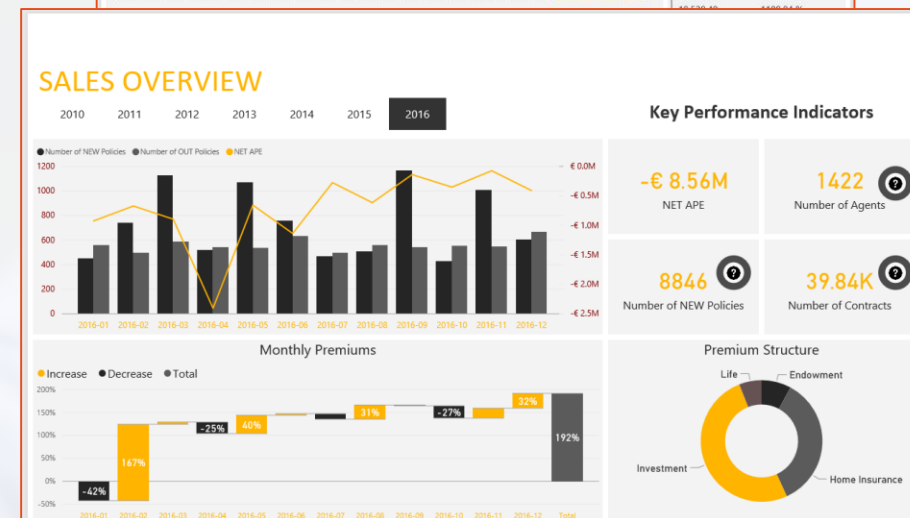
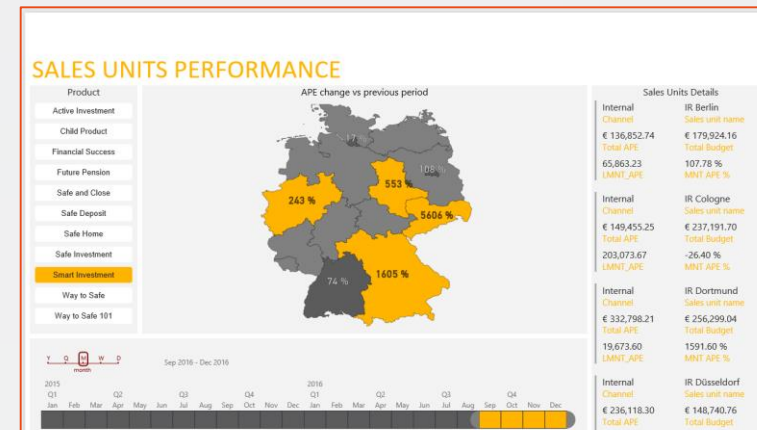
## How we helped:

- Using Power BI, we combine and transform data from multiple sources to provide a complete executive dashboard for an insurer
- Easy extensibility with user's own set of metrics that fits the business
- Creation of reports for KPIs, trends monitoring in the business and understand how company performs against the market



## Business effects:

- Decision making process **5 times faster**.
- Worst sales units restructured with results improved by an average **35%**.
- Monthly revenues increased by **€1kk**.

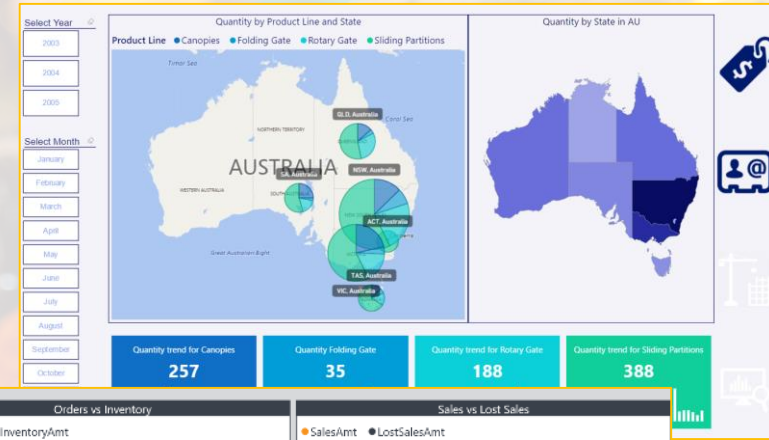


# Our Cases | Supply Chain Optimization



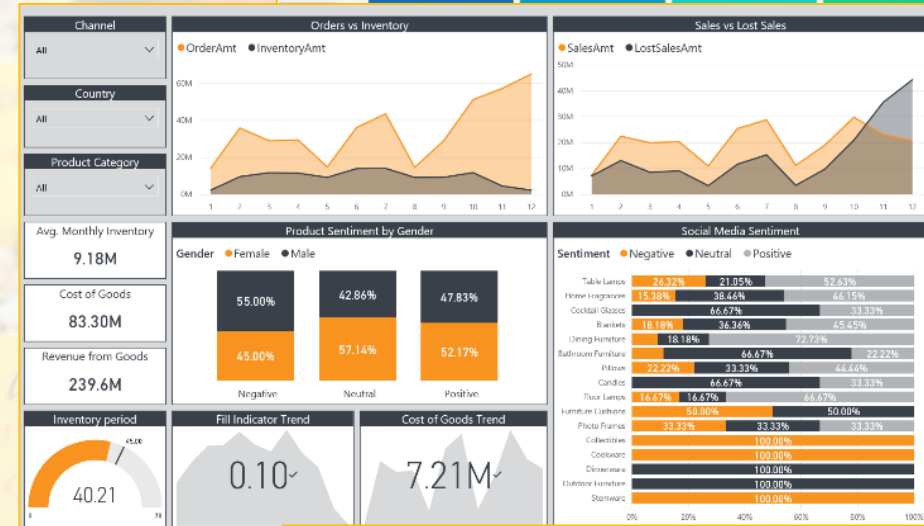
## Increasing On-Shelf Availability

We bring your transportation and warehousing, planogram, demand planning, POS, in-store auditing and customer feedback data to provide insights into where your products experience Out-Of-Stock issues, what are the root causes (or potential root causes) and remedial methods based on past behavior



## Catch Phantom Inventory:

Quite often your inventory accounting system will tell you an item is on the shelf when it's not really. This could be due to movement in store, breakage, theft, data entry or fraud. This OOS hits your customers and can lose you a customer for life. We identify the location, products and potential using your transportation, warehousing, POS and audit tracking data.



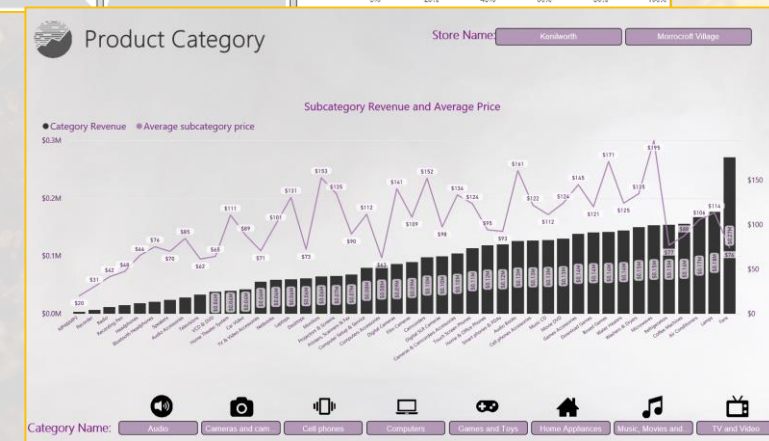
## Manage unproductive and non-productive inventory:

- Developed set of ETL processes integrating and normalizing point of sales data
- Identify Unproductive inventory reasons and correction points
- Alerting processes generated everyday alerts on potential lost sales
- Mobile application provided interface to verify results in-store and add feedback loop



## Combination Products:

- Find product categories that are purchased together frequently
- What-if scenarios for combination of products and effects on revenue and profits
- How to capitalize on lift for maximizing profit



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# FINANCIAL ANALYTICS

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**MARS 360**  
FINANCIAL CONTROLLER

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**GAIN MORE CONTROL**

**MAKE THE BEST DECISIONS**



MARS 360 FC is An easy to use platform for reporting and analyzing financial data.

In addition provides advanced tools for simulating processes affecting profitability (What IF).



Raporty



Analizy



What IF?  
(symulacje)

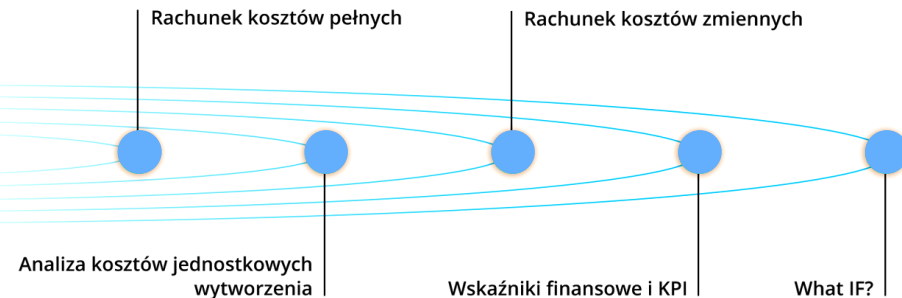
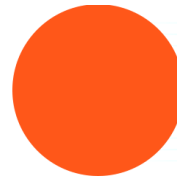


Consulting



Power BI

**MARS 360**  
FINANCIAL CONTROLLER







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## HQOPS HQ Human Resource

One-stop location for analysis

1. Which departments are facing the highest turnover?
2. What is the upcoming cost of unused leaves?
3. What is the trend of employee costs including development and benefits?
4. Are employees developing as planned?
5. Are my recruitment KPI meeting industry standards?



Track your development versus plan, best initiatives and means

Track your staffing funnel and recruiting costs



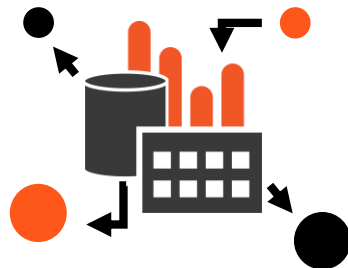
Find patterns in attrition, cost per employee and upcoming costs (sick leaves, holidays etc.)

Find trends in employee satisfaction versus benefits and costs

# Consultancy and Training

Helping customers become Data-driven

Training: Dashboard, PowerBI and PowerApps





# Becoming a **Data-Driven** company

Decisions at all levels based on data insights



## Define & Plan **Data Strategy**

We bring experience to define a data vision and strategy with goals and milestones



## Integrate public data **Data Harvesting**

With Microsoft Azure Data Factory and Azure Integration Services – we help you work with social, CRM, POS and other data in the cloud or on-premises, with enterprise-grade security



## Make insights easy to use: **Democratic insights**

With Data Analytics, Machine Learning and visualizations tools, move to prescriptive analytics for innovative business models and data monetization



## Create **Data Culture**

Our solutions prompt data-driven storytelling, coupled with analytics literacy trainings to make insight as inputs into the team's decision making process



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# Democratization of Data & Data culture



## Single point of truth

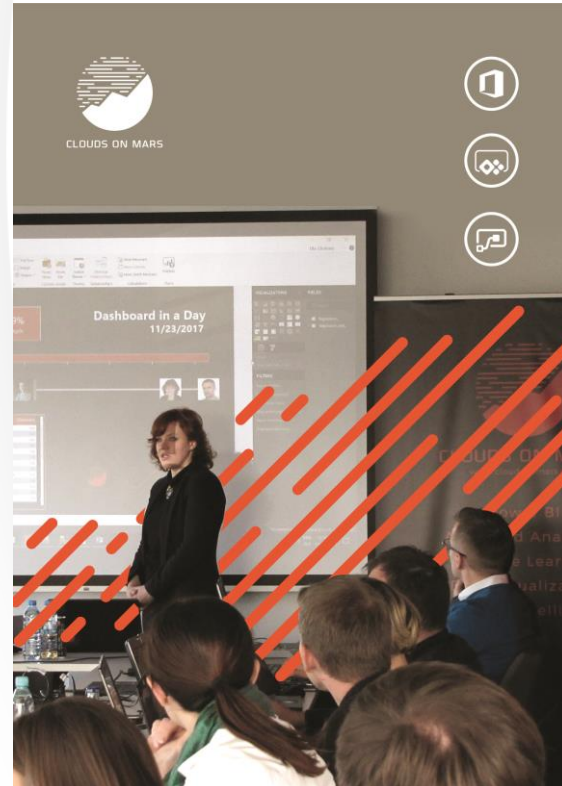
Combined social, CRM, POS and other data, for your front-end staff and customers real time information, feedback and suggestions



Self service data literacy

## Trainings

Dashboard workshops  
Power BI trainings



## Every-day Analytics

Analytics services available to front-end staff



## Mobile Analytics

Analytics services available to front-end staff 3rd party applications. (Can work alongside CRM Central)



## Encouraging Data Democracy

Dashboards available everywhere, for all employees to stop and say "hey, I see something different, do you see that?"



## Availability

Using Azure services, the data is available to your existing apps on a real-time basis



# How we do it | Rapid prototyping on your data



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## Step 1:

### Introduction

We sit together to understand your business goals and get sample of your data



## Step 2:

### Immediate Value Delivery

We prepare a working solution within a week and get your feedback



## Step 3:

### Operate and Scale

We help you efficiently operate and scale the solution for your business needs





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## CONTACT US

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