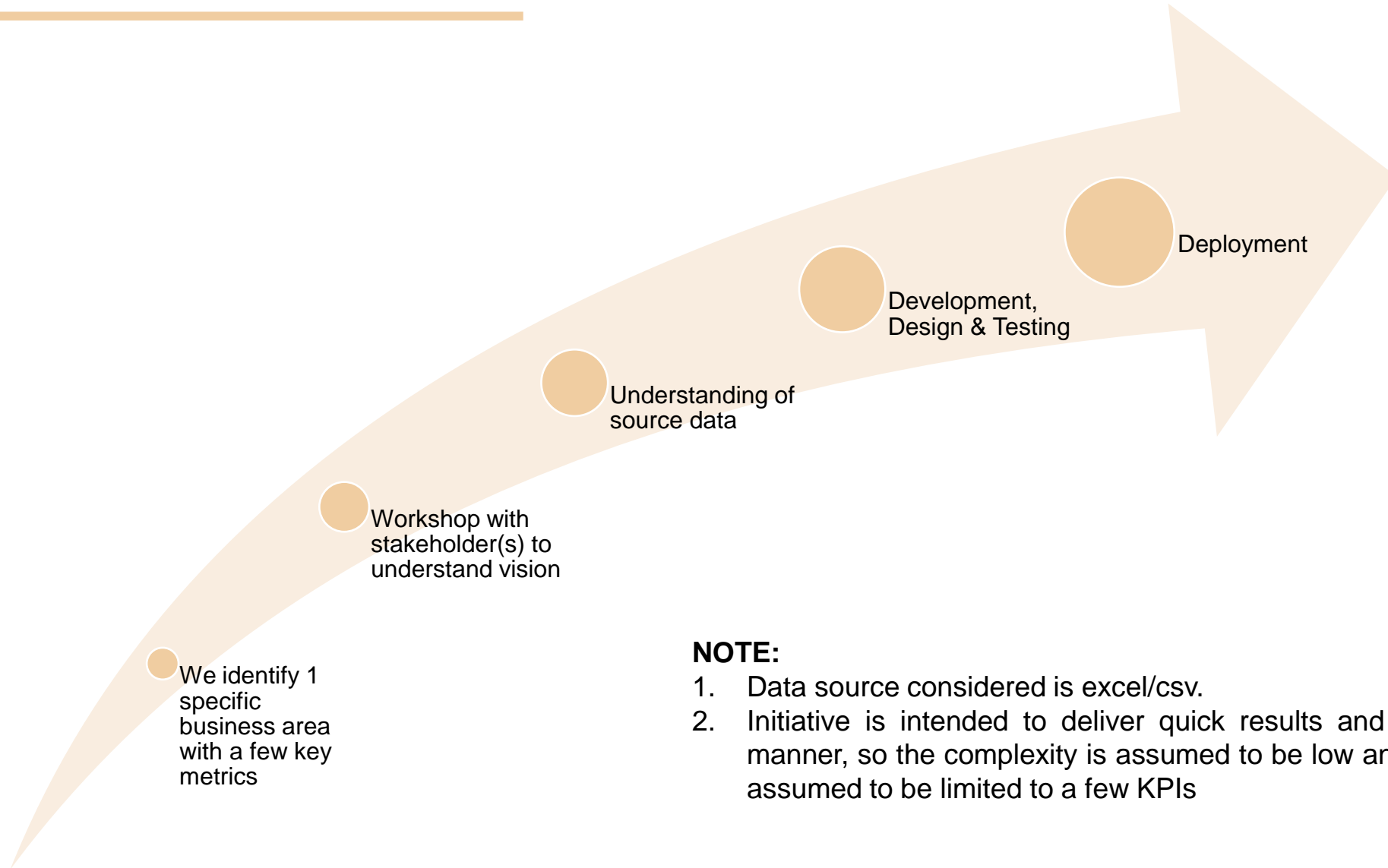




ANALYTICS STARTER PROGRAM



RAPID DEPLOYMENT PLAN



We identify 1 specific business area with a few key metrics

Workshop with stakeholder(s) to understand vision

Understanding of source data

Development, Design & Testing

Deployment

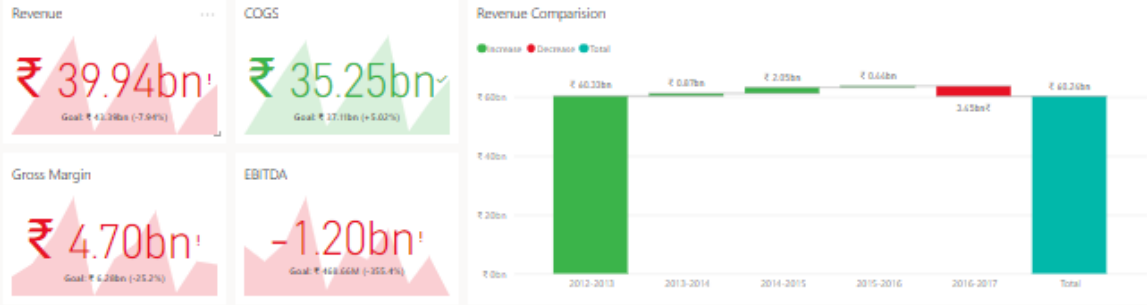
NOTE:

1. Data source considered is excel/csv.
2. Initiative is intended to deliver quick results and works in an Agile manner, so the complexity is assumed to be low and requirements are assumed to be limited to a few KPIs

Deliverable: Live dashboard limited to 1 business function and few KPIs



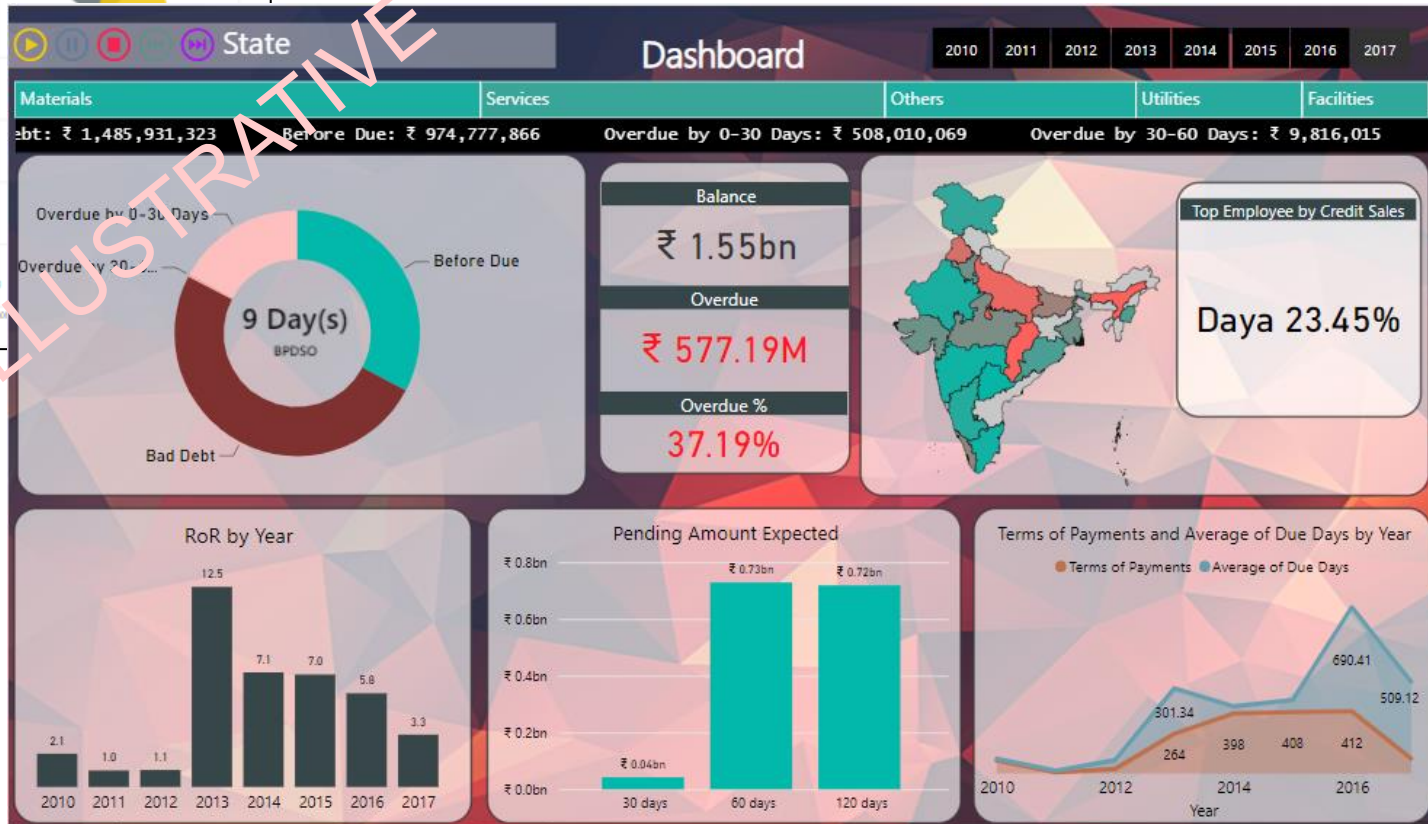
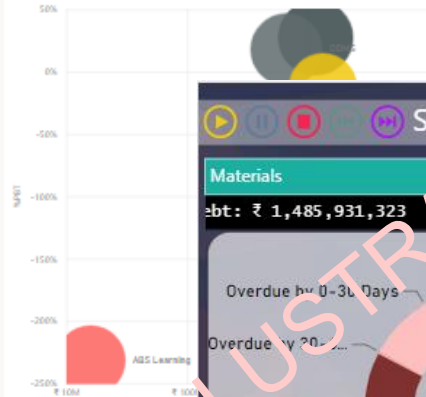
SAMPLE SCREENS



P&L Report

PnL Description	Current Period	Previous Period	% Change
Revenue	₹ 39,942,846,493	₹ 43,389,202,412	-7.94%
Total Product Revenue	₹ 28,151,587,908	₹ 31,603,281,676	-10.92%
Total Service Revenue	₹ 11,791,258,585	₹ 11,785,920,736	0.05%
Total COGS	₹ 35,247,263,040	₹ 37,111,975,797	-5.02%
Cost of Product	₹ 35,247,263,040	₹ 37,111,975,797	-5.02%
Gross Margin	₹ 4,695,583,454	₹ 6,277,226,615	-25.20%
Total Overheads	₹ 6,250,039,823	₹ 6,167,953,664	1.33%
Provisions and write offs	₹ 1,501,611,684	₹ 1,579,437,834	-4.93%
Common Cost Allocated	₹ 364,833,762	₹ 362,973,475	0.51%
EBITDA	1,196,931,586 -₹	₹ 468,657,751	-355.40%
PBDT	2,812,681,343 -₹	1,235,679,574 -₹	-127.62%
Depreciation	₹ 364,833,762	₹ 362,973,475	0.51%
PBT	2,979,205,910 -₹	1,396,282,126 -₹	-113.37%
PAT	3,177,515,105 -₹	1,598,653,049 -₹	-98.76%

Ratio Of PBT w.r.t Revenue BY COMPANYNAME



SAMPLE SCREENS

Dashboard

P1 P2 P3

10K

#invoices

4.22M

Net Amount

4.19M

Billing Amount

28.41K

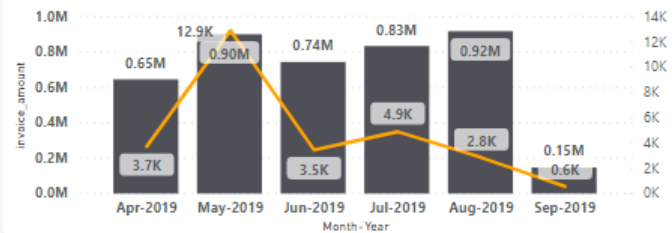
Credit Amount

4468

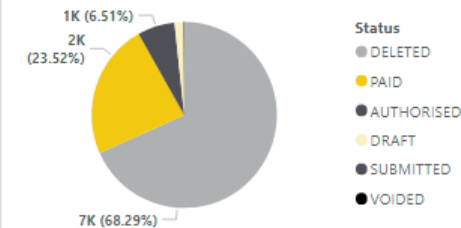
#Customers

Trend

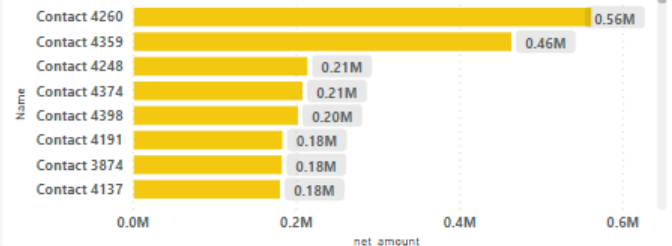
● invoice_amount ● creditnotes_amount



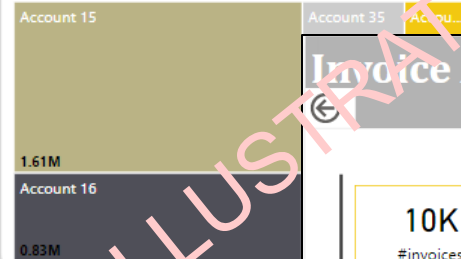
#invoices and Billing Amount by Status



Net Amount By Contacts



Top 10 Accounts



Invoice Analysis

P1 P2 P3

10K

#invoices

56

#Accounts

4468

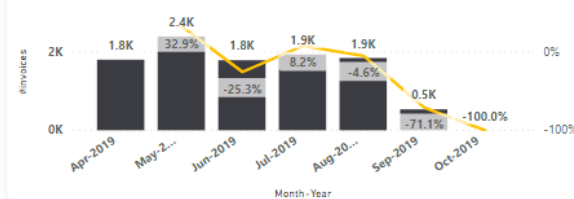
#customers

4.19M

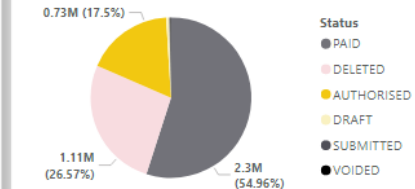
Billing Amount

Mom Invoice Trend

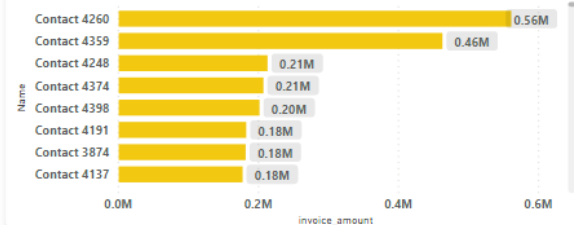
● #invoices ● mom_invoice



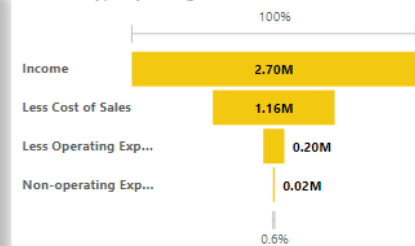
Billing Amount by Status




Contacts By Billing Amount



Account Type by Billing Amount



SAMPLE SCREENS



Primary
Secondary

Business Overview


₹ 252 cr.
QTD Primary

₹ 255 cr.
QTD Secondary

YEAR

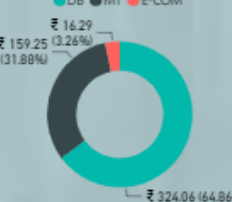
- 2015
- 2016
- 2017

Values in Crs.



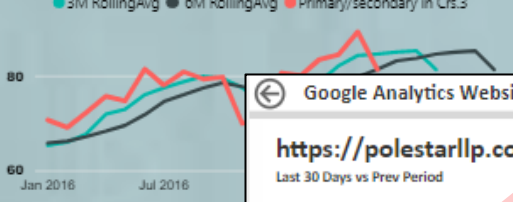
499.59 Growth
12.44%

Channel Wise Growth



₹ 324.06 (64.86%)


Secondary Trend with Rolling Averages(in Crs.)



Area Name


- ASE Tamilnadu East
- ASM Bangalore Metro
- ASM CAP
- ASM Hyderabad Metro
- ASM Karnataka South
- ASM Kerala
- ASM Madras Metro
- ASM Tamilnadu North
- ASM Tamilnadu South
- SASE API
- SASE Karnataka North
- South RM Business Opportunity

Brand Value in Crs.



Brand12

State Wise Growth



Primary/Secondary in Crs

ASM Bangalore Metro	₹ 111.55
ASM Hyderabad Metro	₹ 96.61

Google Analytics Website Overview

https://polestarllp.com/

Last 30 Days vs Prev Period Select Period: Mar 20

Last 30 Days: 3/1/2020 to 3/31/2020
vs Previous Period: 2/1/2020 to 2/29/2020

Early Morning
Morning
Afternoon
Evening
Night
Late Night

New Users

| 1018 Prev Period

1014

102.55%

Sessions

| 1529 Prev Period

1492

97.58%


Pageviews

| 5915 Prev Period

5631

95.2%

NowUsers, Sessions and Total Pageviews by Date



Default Channel Grouping	Sessions	Previous Period	Change	New Users	Previous Period	Change
Organic Search	955	976	-2.2%	675	627	7.66%
Direct	342	393	-13.0%	271	310	-12.58%
Social	115	77	49.4%	66	41	60.98%
Referral	76	83	-8.4%	32	40	-20.00%
Email	4			0		

Campaign	Sessions	Bounce Rate	Users	NewUsers	Total Pageviews
(not set)	1473	62.12%	1540	1044	5475
request-quote	15	33.33%	18	0	142
Manufacturing	4	75.00%	5	0	14

Sessions

1492!

Prev Period: 1529 (-2.42%)

Bounce Rate

61.9%!

Prev Period: 60.2% (-2.81%)

Avg Pageviews

3.77!

Prev Period: 3.87 (-2.44%)

Avg Time on Page

151✓

Prev Period: 141 (+7.08%)

Desktop

82.0%

1224

Mobile

17.6%

2620


Tablet

0.4%

6

Country

India	1014
United States	261
Singapore	21
Germany	18
United Kingdom	16
Netherlands	11
Greece	9
France	8



© 2021 TomTom, © 2021 Microsoft Corporation. Bing



Thank You