



**Lotus Beta Analytics**  
▪ N I G E R I A L I M I T E D ▪



# Unlocking The Insight In Your Data For A Competitive Edge

In today's digital world, C-level executives use data to gain better insights into business behaviours by creating strategy informed analysis, make high-impact business decisions and stay ahead of the competition curve.

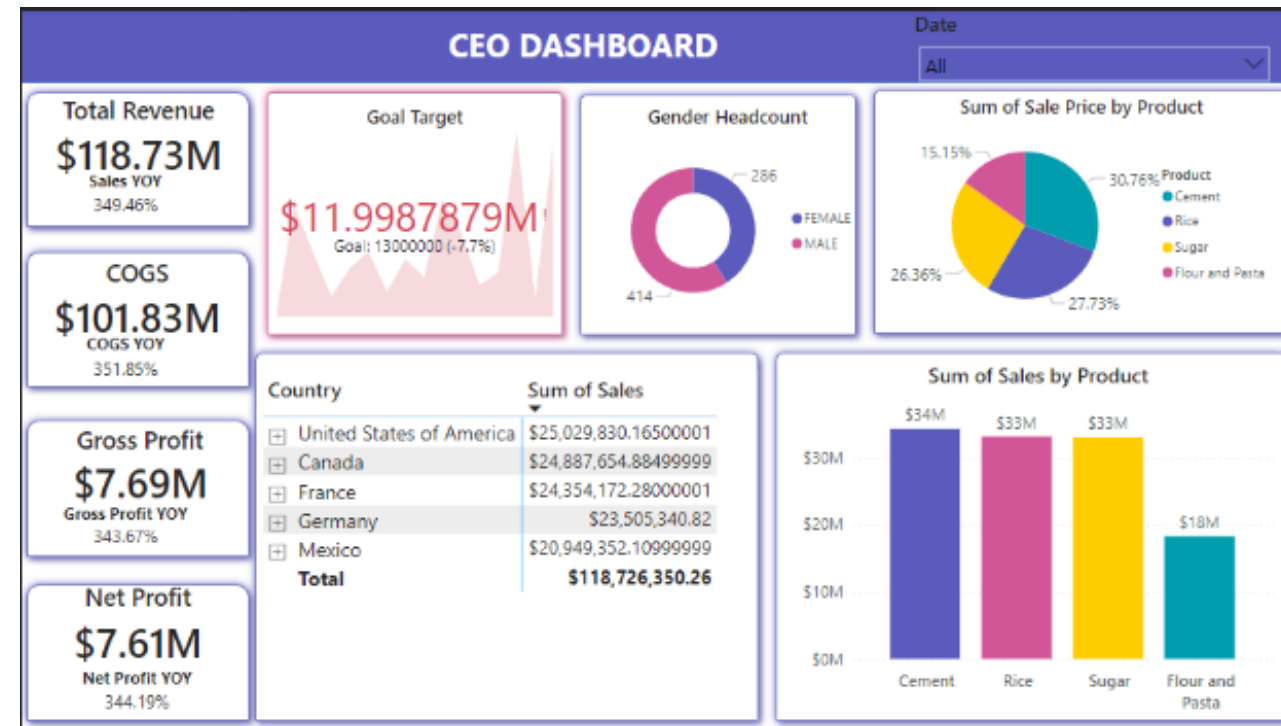
Examining raw data to uncover patterns, draw conclusions, and make informed decisions by leveraging advanced techniques and technologies, businesses can transform their data into actionable insights, gaining a competitive edge in their respective industries.



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## Benefits of Creating C-Level Insightful Visualization

- ❑ Gain greater insight into target markets
- ❑ Efficient and timely decision-making capabilities
- ❑ Create targeted strategies and marketing campaigns
- ❑ Identify business strength, improve operational inefficiencies and minimize risk
- ❑ Identify new product and service opportunities
- ❑ Improve data literacy
- ❑ Access to information in real-time
- ❑ Interactive personalized dashboards and reports
- ❑ Drive long term profitability



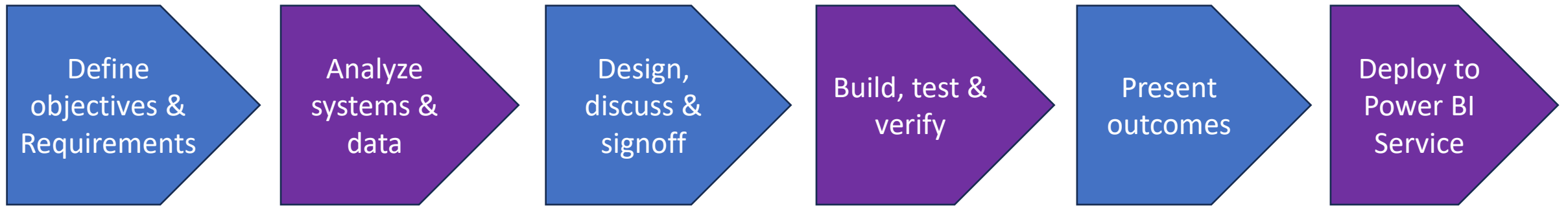
# Power BI: C-Level Dashboard Delivery Approach



In this consultancy service, Lotus Beta Analytics team will create 5 simple C-Level or Executive dashboards using Microsoft Power BI Desktop which will be deployed to the customer's/client's Power BI Service environment.

The 5 dashboards will be for five (5) different/distinct executives (*e.g. CEO, CIO, CTO, CMO, CHRO, CSO, etc.*) of the organization or multiple dashboards for a particular executive making a total of 5 dashboards in all for this delivery.

# Our Approach



**You are a C-level executive who wants to gain insights into customer behaviours, make efficient and timely decisions and stay ahead of the competition curve?**

[Contact us](#)