



# NICE SOFTWARE SOLUTIONS POWER BI SERVICES



# About Power BI

## What is Power BI?

- Suite of business analytics tools developed by Microsoft that allows users to connect to various data sources

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- Helps to transform and clean data, create interactive data visualizations

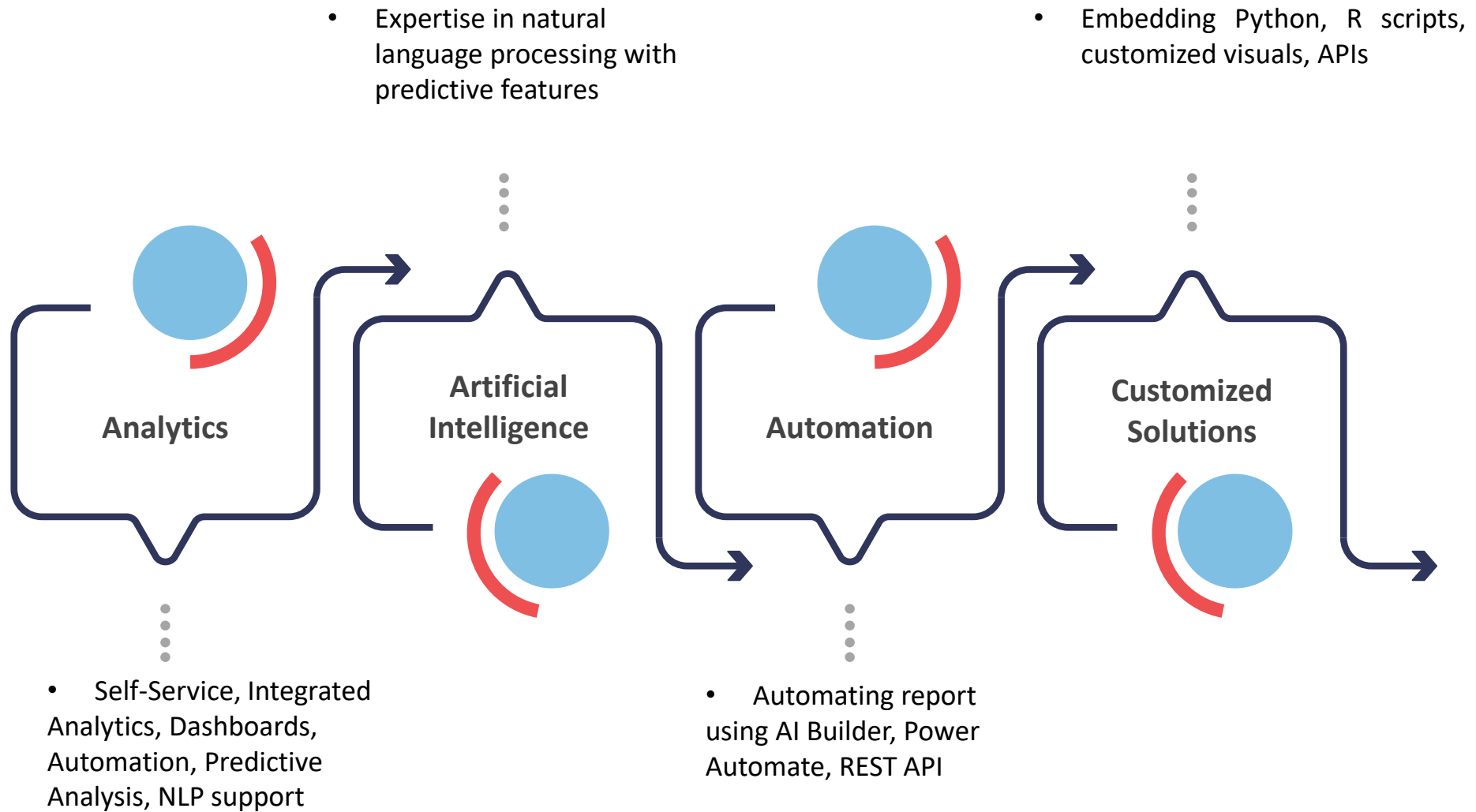
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- Allows to share insights across an organization or with external stakeholders

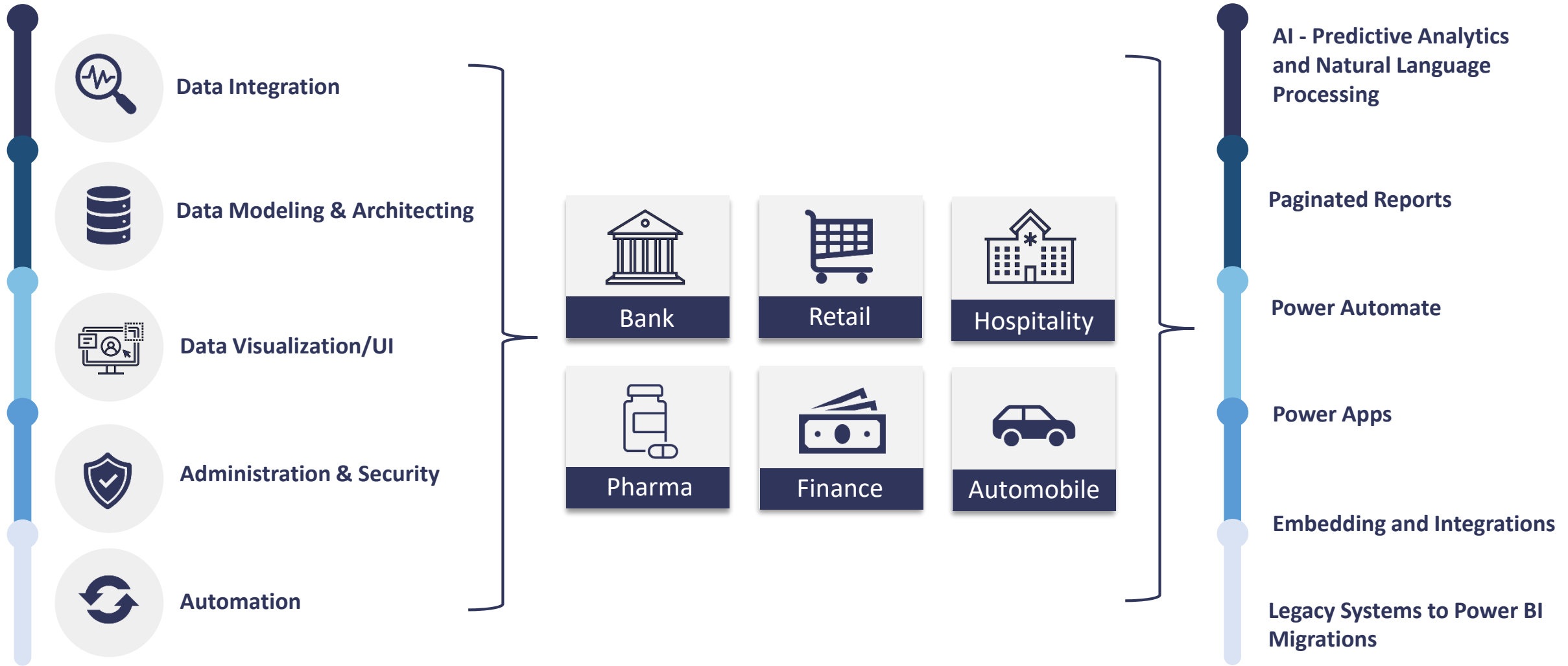
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- Power BI has user-friendly interface, integration capabilities, and visualization features that make it a valuable tool for data-driven organizations in various industries

# POWER BI Capabilities



# POWER BI Services





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# Domain Expertise

# Pharmaceutical Analytics



## BRAND PERFORMANCE

Allows user to evaluate his product performance compared to benchmark

- ✓ Volume (\$), Volume \$ change, Volume \$ Change %



## ACTIONABLE KPI

Allows user with key insights that are actionable and aligned to the overall strategy

- ✓ Ganirelix & Follistim – cash and MC \$ growth



## ACTIVITIES

Allows user to understand how the CRM activity is performing

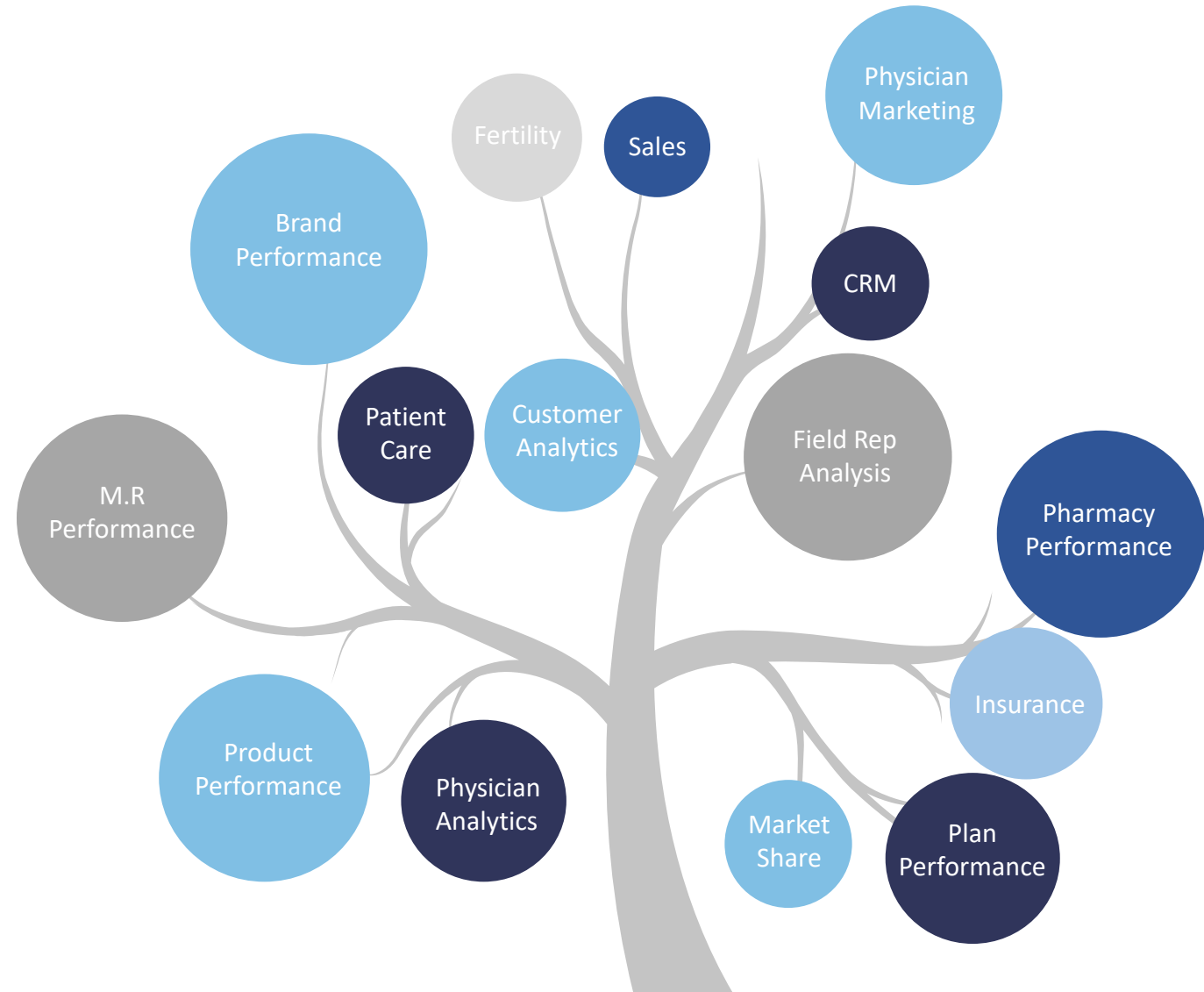
- ✓ Customer Count (#), Detail (#), Reach (%), Frequency (#,#)



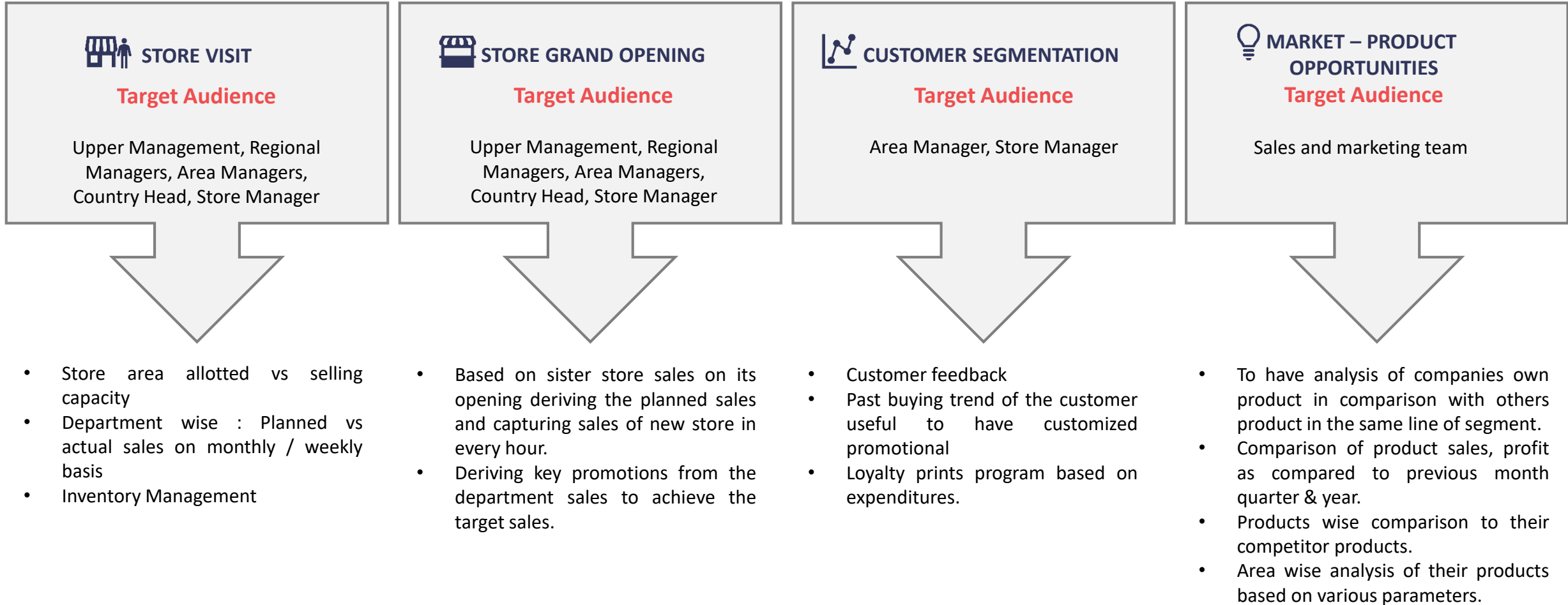
## CUSTOMERS

Allows user to monitor health care professionals activities across different geo area

- ✓ NRx, TRx, Product Details, Samples



# Retail Analytics



# Finance Analytics



## Operation management

- Optimize the finance operations to improve the customer service quality



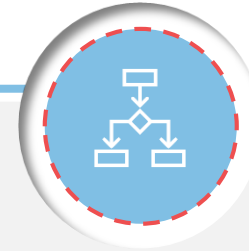
## Financial Reporting

- Enhance management reporting, compliance, and financial processes



## Planning, Budgeting and Forecasting

- Help improving financial performance, increase efficiency and productivity



## Decision making

- Allows management to make cost effective decisions that helps to grow the business

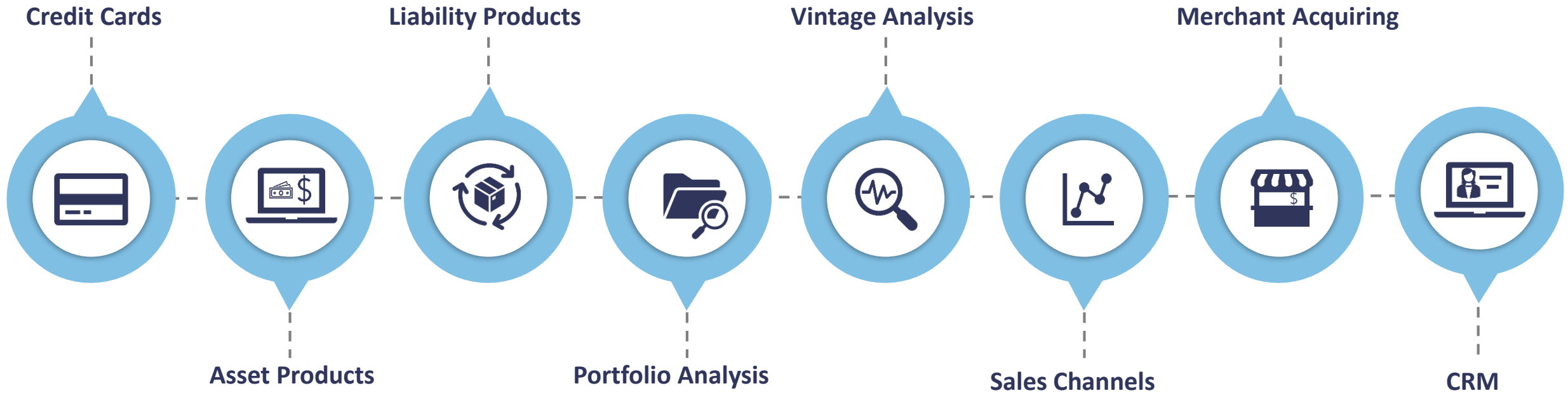


## Cash Flow analysis

- Organize the cash process to manage the investment and risks



# Banking Analytics



# Hospitality Analytics

Analyze data to improve business operations, marketing strategies, occupancy rates and yield.





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# Case Studies

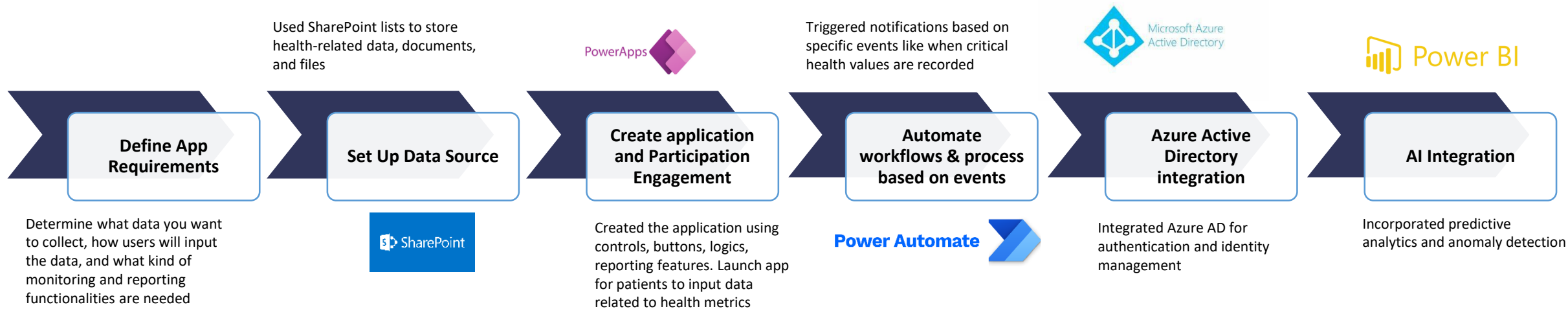
# Health Monitoring and Data Collection using Power Apps, Power Automate and AI

## Business Scenario

Healthcare industries are continuously striving to improve patient outcomes, enhance healthcare delivery, and transform the way healthcare is managed by leveraging technology and data-driven insights. Health monitoring and data collection solution is one of their major programs used to share patients data with healthcare providers for remote monitoring and timely interventions

## Benefits

- Real-Time Tracking and Visibility
- Remote patient monitoring
- Data driven insights
- Improved patient engagement
- Personalized care plan



# Pharma Clinical Trial and Research using Power Apps, Power Automate

## Business Scenario

Clinical trials and research in the pharmaceutical industry are crucial for advancing medical knowledge, improving patient care, and ensuring the safety and effectiveness of new medical interventions

## Benefits

- Early Detection and Prevention
- Treatment innovation
- Drug Development and Approval
- Personalized Medicine
- Medical Breakthroughs
- Regulatory Compliance and Patient Safety

### Define Requirements and Workflow

- Define goals and objective
- Determine type of data and database

### Create Power Automate Workflows

- Design workflows for participant enrolment, data submissions, aggregation & validation

### Data Analysis and Reporting with Power BI

- Integrate Power BI to create dashboards to study progress, participant demographics, treatment outcomes, adverse events, and trends

### Design Power App

- Create Power App canvas
- Design intuitive forms
- Integrate data validation rules, conditional logic, and dropdowns for standardized data entry

### Data Collection and engagement

- Launch the Power App for participant enrollment and data collection
- Enable participants to input data, track progress, and receive reminders for appointments or data submissions

### Regulatory Compliance and Reporting

- Ensure the system complies with Good Clinical Practice (GCP) and HIPAA
- Implement audit trails to track changes to study data and maintain data integrity

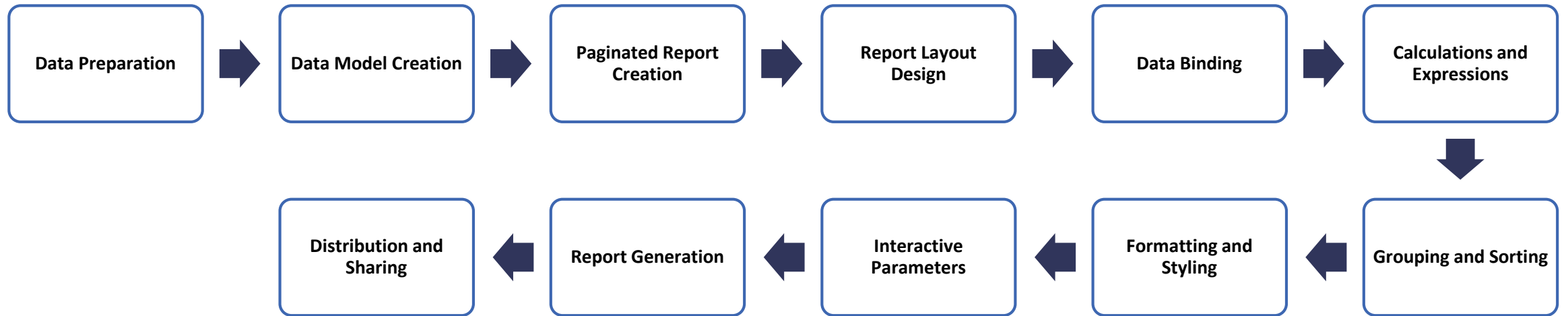
# Financial Portfolio Analysis using Paginated Reports

## Challenge

Financial services organizations need to provide clients with detailed portfolio analysis reports that include information on asset allocation, risk exposure, sector analysis, and performance attribution. This information need to be accurate, structured and interactive for the clients to access

## Solution

Paginated reports were created that helped clients to study the data and assess performance and risk profile of their investments



## RESULT

In the financial services industry, accuracy, compliance, and presentation are crucial. Paginated reports offer the level of control needed to meet these requirements, ensuring that financial information is presented in a consistent and reliable manner

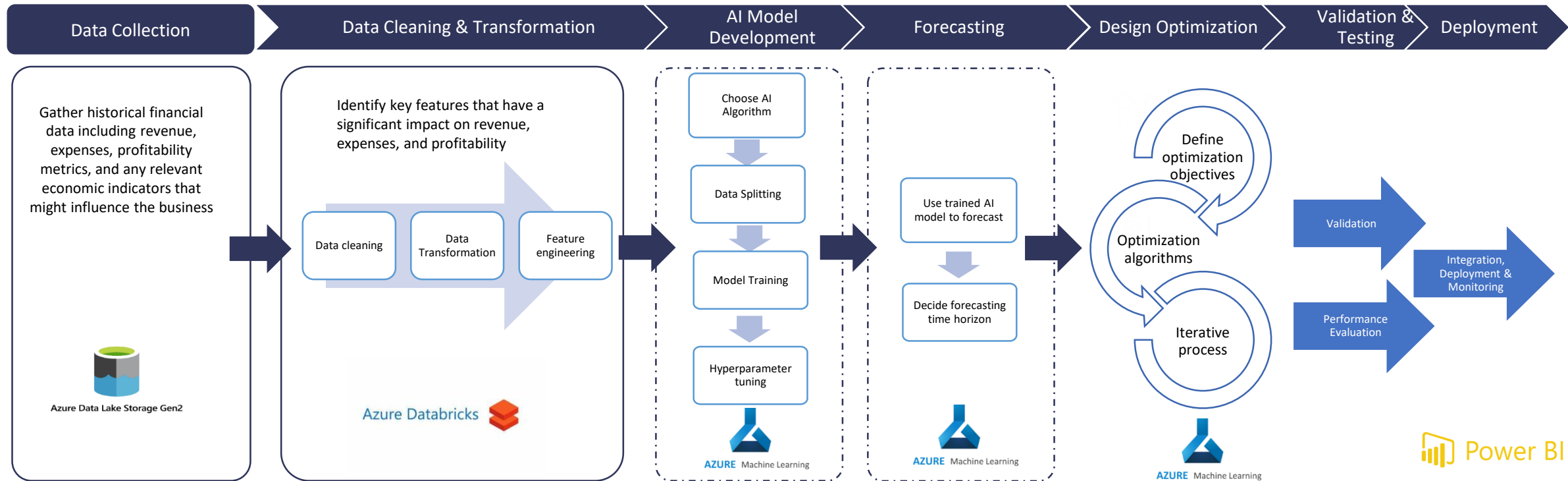
# Financial Model – Forecast Revenue, Expenses, Profitability using AI

## Challenge

Financial services organizations face several challenges while forecasting their major KPIs. These challenges arise from the complex and dynamic nature of financial markets, the multitude of variables that influence financial outcomes, and the uncertainty inherent in economic conditions

## Solution

Using financial model to forecast KPIs like revenue, expenses and profitability, financial services organizations can capture complex relationships within financial data and prepare better during different market conditions



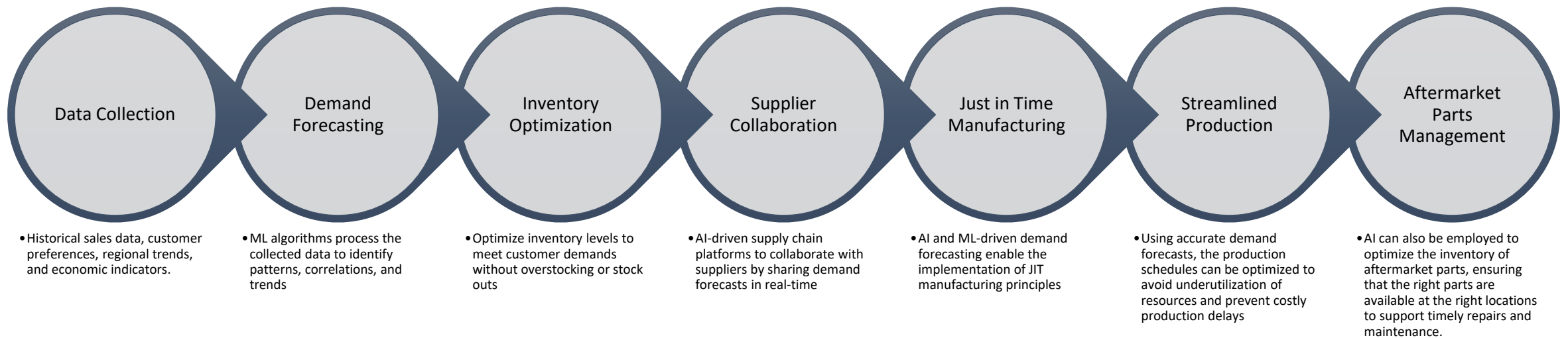
## RESULT

By implementing this solution, the financial services organization can take informed decisions, mitigate risks and can comply better with regulatory requirements

# Automotive Supply Chain Optimization – Demand Forecasting and Inventory Management using AI

## Business Scenario

Supply chain optimization is a critical aspect of the automobile industry, as it involves managing the flow of raw materials, components, and finished vehicles from suppliers to manufacturers, distributors, and ultimately, customers. Applying AI and ML technologies to supply chain processes can lead to improved efficiency, reduced costs, and enhanced overall performance.



## Tools/Technologies Used

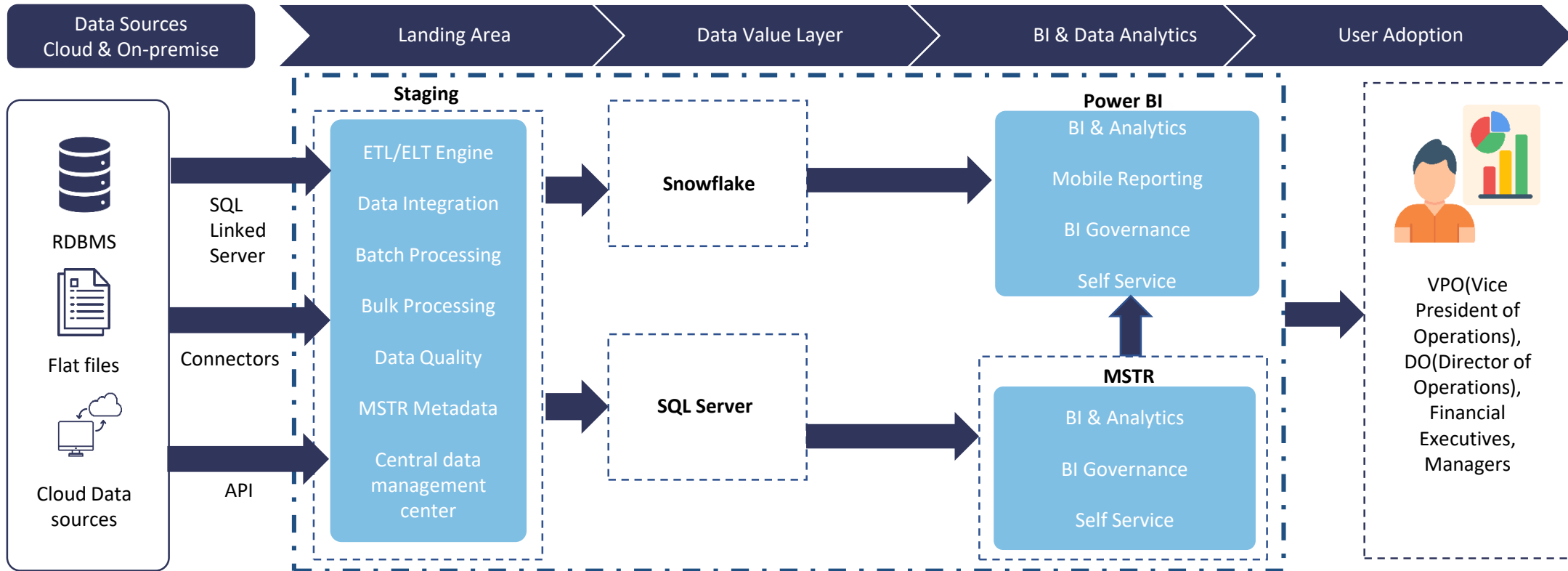




# Hospitality Reports Migration from MSTR to Power BI

## Business Scenario

A prominent hospitality restaurant chain wanted to migrate MSTR reports to Power BI to enhance data accessibility, visualization, collaboration, and decision-making capabilities, leading to improved operational efficiency and guest satisfaction.



## RESULT

Implementation of migration of MSTR to PBI reports is completed and revamped existing reports to make them dynamic. The restaurant achieved significant improvements in data analysis, resulting in reduced report execution time along with security and improved customer satisfaction.

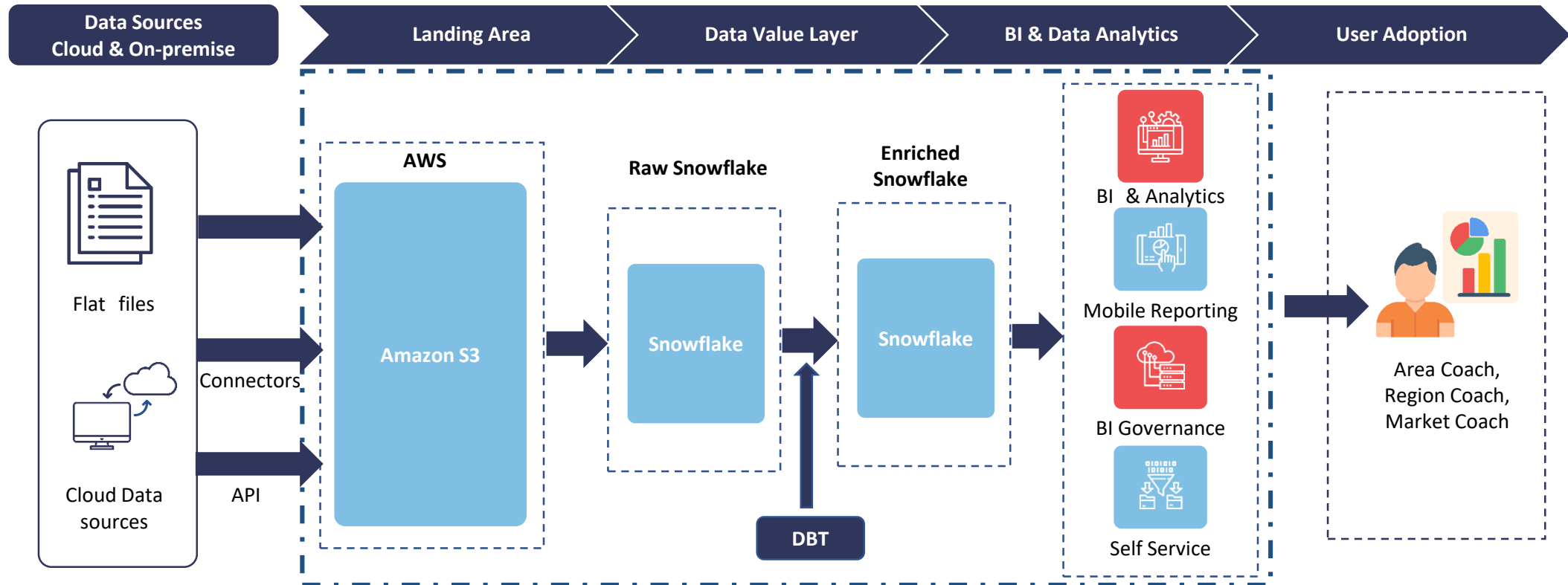
# Retail Industry Data Analytics

## Challenge

A prominent retail chain faced challenges in efficiently storing, managing, and analyzing its vast amounts of data. They needed a scalable and secure data warehousing solution that could handle their growing data volumes, while also enabling advanced analytics to drive business decisions.

## Solution

We integrated Snowflake with their existing AWS infrastructure, leveraging its scalability and flexibility. Additionally, we utilized DBT (Data Build Tool) to streamline data transformation and modeling processes within Snowflake. Power BI was used to enhance data analytical capabilities and share hidden insights of data



## RESULT

The implementation of Snowflake in conjunction with AWS provided a scalable and secure solution, while DBT streamlined the data processing workflows.

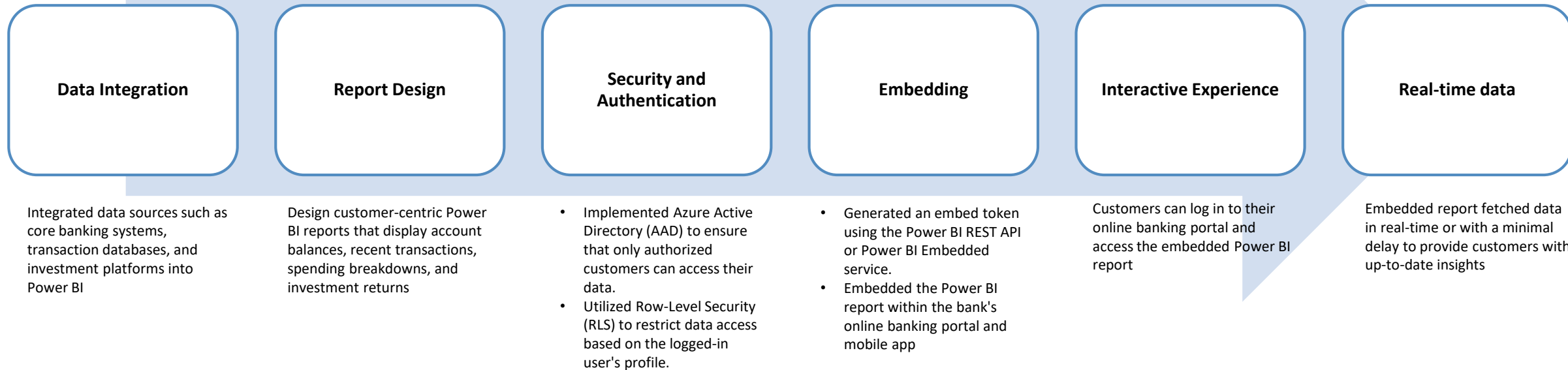
# Banking Industry – Analytics and Embedding

## Business Scenario

A bank wanted to provide its customers with a personalized and interactive financial dashboard that displayed their account information, transaction history, spending trends, and investment portfolio performance

## Benefits

- Enhanced Customer Engagement
- Transparency and Control
- Data-Driven Decisions
- Brand Loyalty
- Cross-Selling Opportunities



**THANK YOU!**

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