

CASE STUDY:

POWER BI

REPORT
EMBEDDING

OBJECTIVES

| PILLARS | MILESTONE | SUCCESS CRITERIA |
|---------------|--|---|
| Data Products | <ol style="list-style-type: none">1) Design & build data products to support business outcomes and development of Business Insights2) Integrate new data sources and build data model & data dictionary for all data products | <ol style="list-style-type: none">1) Data products developed and the business outcome they support/insights created2) Documented definitions of data products3) # of new data sources4) Completeness & Quality of data sources (Outcomes of sample test cases, comparison to financial sources, speed of remediation)5) Published data model & data dictionary used by the digital studio |

OBJECTIVES

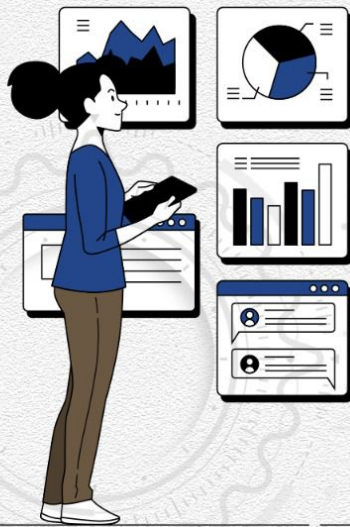
| PILLARS | MILESTONE | SUCCESS CRITERIA |
|-----------------------|--|--|
| Business Intelligence | <ol style="list-style-type: none">1) Develop Design Principals for dashboards & reports2) Power BI Reporting & Visualisation capabilities3) Analytics to support Business outcomes (Adhoc)4) Provide automated export pdf output on email | <ol style="list-style-type: none">1) Consistent look & feel of dashboards2) % of all dashboards in Power BI3) Data is available for users to self-serve4) Data driven changes to business processes |

PROJECT HIGHLIGHTS & CHALLENGES

- Designed data model to integrate multiple data sources to a single platform where data is ingested from all the available sources into the data lake.
- Batch ingestion of transaction data and events into data lake using informatica.
- Receive streaming data from internal applications and external social media using informatica CDC, BDM, ingest raw messages to data lake.
- Create canned reports, Business, Data Quality and technical operational dashboard.
- 360 degree view of customer using social media and
- Stakeholder data leverage customer data. Implemented Auto export using Power Automate flow to send an automated email to different users.

POTENTIAL BUSINESS IMPACTS

- Minimise the dependency of multiple sources and having single source of truth for reporting.
- Improved Report performance by implementing design principals
- Affiliates are being paid for the customer on boarded on the basis of Power BI reporting done and confirmations on the details of conversions is being sent to the Affiliates on email through Power Automate.



TECHNOLOGY STACK



Google
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Power BI



POWER BI
REPORT BUILDER



DATA LAKE GEN 2



Power
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Nice
Software Solutions
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Nice
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