

Case Study



Actionable Revenue & Pipeline Dashboards from Power BI

BUSINESS CHALLENGE

Industry:

- ▶ Professional Services

Brief Company Description:

- ▶ Consulting business supporting philanthropy and working closely with a collection of nonprofit organisations to incubate, launch, and help manage a wide range of innovative social impact projects

Area of Focus:

- ▶ Assessment, Risk, Enablement & Adoption

- ▶ Our client is growing rapidly but is early in their analytics maturity, using mostly Excel
- ▶ No in-house infrastructure, architecture or team to get their analytics initiatives off to the right momentum
- ▶ They had a focus on sales/pipeline and revenue recognition, but recognised that they would soon need to rationalise their enterprise analytics strategy for use cases like practice development, project delivery, marketing, talent acquisition/development, and finance.

KEY INITIATIVES

- ▶ Power BI dashboards/reports to provide actionable insight
- ▶ Industry-recognised architecture in Azure which allows leverage of Microsoft AI features and capabilities to truly drive value with advanced technology like predictive analytics & natural language processing capabilities
- ▶ A successful rapid pilot, followed by user-training and enterprise analytics use cases

RESULTS

- ▶ Achieved 5% revenue growth via actionable revenue & pipeline dashboards providing actionable insights into bookings, sales, pipeline, key strategic accounts, compelling new business, and pacing
- ▶ Reduced deployment turnaround (from 10 months to 2 months) in utilising Azure scalable architecture and data growth reacting to business evolution
- ▶ Adoption: following a successful pilot, the organisation is now ready to promote a data-driven culture