

BI Dashboards and Analytics Solution for Leading Provider of Customer Acquisitions



ATTENTION. ALWAYS.

aspire 
SYSTEMS
attention. always.

THE CUSTOMER

Our client is a premiere customer acquisition company offering 'best in class' customer acquisition tools and solutions for the digital home service and small business markets. Also, they provide solutions through its next generation technology platform.



THE CHALLENGE



The client was facing the following challenges:

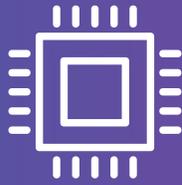
- 1 The client had lot of challenges as Tableau datasets/workbooks refresh were failing frequently
- 2 Reports/Dashboards like Month to Date(MTD), Year to Date(YTD) were running against the Data warehouse database and they were failing during end of month due to high volume of data.
- 3 Users wanted the reports to be scheduled and delivered to their email ids and required networks paths.
- 4 There were lot of unused reports/licenses which resulted in poor management of the production project/application.
- 5 As the relationships / hierarchy were not properly defined, Users were not able to use the drill up/ drill down features in the reports.

THE SOLUTION

Tableau Datasets and their workbooks were migrated to Microstrategy cubes and dashboards which drastically improved the performance and system's stability.

- 6 Reports were not user friendly and lot of redundant information were present.
- 7 The users have to depend on the developers to create a user defined reports or to see any other required data.
- 8 Dashboards were not available and hence KPI's were not visible to their clients.
- 1 As a solution Tableau Datasets and their workbooks were migrated to Microstrategy cubes and dashboards which drastically improved the performance and system's stability.
- 2 Microstrategy cubes were created with incremental refresh which enabled MTD/YTD reports/dashboards to run faster without any failures.
- 3 Reports were scheduled and distributed to appropriate users at right interval of times to required Email IDs/group IDs and to populate to the required network paths.
- 4 Using Microstrategy Enterprise manager was able to collect statistics on unused reports/licenses which resulted in better management of production project/application.
- 5 By enabling right parent child relationships at attribute level was able to bring in drill up/down at report and dashboard level.
- 6 Using adequate filters inside prompt page helped in better user experience and reduced redundancy of reports.
- 7 KPI enriched Dashboards and Reports were designed and developed to gain better insight into their customers and business processes.
- 8 Some of the key KPIs that were developed include:
 - ✓ Order container count
 - ✓ Quals count
 - ✓ Direct Revenue Adjustment Amount
 - ✓ Originator owe commission
- 9 Designed and Developed meta-data to cater Ad-hoc reporting for power users.
- 10 Reports were designed to drill down/up or drill through a report to get the required level of data and also can be exported in MS Excel, PDF and CSV format.

TECHNOLOGY SNAPSHOT



SQL Server 2008 R2/2012

SSIS for ETL

MicroStrategy

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ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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