CASE STUDY

Sagacity
Part of **Accenture** Song

# Creation of a Data Management Tool for Reporting and Analytics

Client

**Digital Solutions Provider**

Data Intelligence Platform

## Client Situation & Impact

Our client, a digital solutions provider, had a number of disparate datasets across the organisation (sales system, finance systems, spreadsheets, online reporting) with limited visibility and insufficient reporting capabilities.

They wanted to define and measure KPIs for all business functions but could not achieve this with their existing infrastructure, disparate data management and lack of suitable data governance.

Datamart

Reporting

Performance Improvements

## How Did Sagacity Help?

We set up a cloud based infrastructure and built a datamart to centralise our client's data and provide a single source of truth. We implemented automated processes to extract, validate and load the data from the various data sources.

Cleansing activities were also included to ensure accuracy and correctness of data.

We built a business data model, analytical layer, and a suite of dashboards for each function plus an overall summary view with drill down capability to enable our client to see performance and analyse trends across their business including sales and marketing, finance and services.
In parallel, we updated the key processes and systems to improve data completeness for core data items.

Once the technical delivery was complete, we trained end users on the revised processes, how to generate specific reports and the utilisation of drill down capabilities.

## Outcome & Business Benefits

### Reliable data from a single source of truth

The client benefitted from improved visibility of performance across the business, and could better define their targets and track progress through:

- easier access to reliable data from a single source of truth quickly and repeatedly
- less manual intervention in the delivery of reporting and analysis reducing the risk of human error
- increased visibility of operational issues and root cause rectified data issues within systems that were causing performance and operational challenges

