

# Business Intelligence Dashboards for C-Level Executives

Leveraging data for intelligent insights to enable executives better decision making

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Better decision-making, based on actionable insights from LOBs data



## About Customer

- The client is a major player across U.S, in financial holdings. The company deals primarily in banking, mortgage, and securities.
- Builds business intelligence reports that give executive insights about the health and performance of all three lines of business.



## Approach / Deliverables

- Extensive feedback loop with executives in an extremely Agile Project Model
- Executive dashboard to show the consolidated view of all LOBs & Multi level dashboards (L1, L2, L3) for the individual LOBs
- Multi sourcing from OnPrem SQL Server, Azure Synapse, Azure Analysis Services (tabular models), Oracle Hyperion and APIs (stock ticker)
- Built backend pipeline leveraging Informatica, ADF, Databricks, Synapse and Analysis Services
- Extensive chart types and styling for all channels



## Business Challenges / Drivers

- Source data from disparate data silos
- Show the lineage of each metric from source all the way till the reporting metric calculation rule
- Measuring the right indicators to get the most value
- Adopt a data quality management (DQM) approach to promote quality control



## Outcomes / Benefits

- Single Dashboard view of the performance of the entire organization financially and operationally
- Consistent look and feel across the dashboards and across all devices, mobiles, tablets, laptops etc.
- View of the most relevant KPIs and metrics across the organization and the individual LOBs
- Agile, innovative and cloud BI software solution allowed business to acquire the data they need without requiring to shell out major cash for deployment

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