

# exp<sup>o</sup>sé

Data Exposed

Case Study

## MINDA – Client Insights using Data Analytics

Creating a standardised analytic platform to support current and future data solutions.



## Minda - Client Insights using Data Analytics

*Provisioning of a responsive, scalable and cost-effective data analytics platform, as well as assistance to standardise the look and feel of an enhanced reporting model for self-service reporting.*

### Problem.

Over time, the data landscape at Minda had become fragmented with data workloads and processes produced in silos.

This was mainly due to;

- a) The evolving needs of the organisation and business strategies;
- b) Lack of a centralised plan to govern and manage its data stream; and
- c) Lack of experienced staff in modern data analytics platforms to adopt and implement modern digital tools and practices.

This made producing business-critical insights difficult and time-consuming, also inhibiting Minda's ability to make informed, evidence-based strategic decisions and ability to leverage governed self-service reporting within the business.

### Solved.

At the request of Minda, Exposé assisted with a client Insights solution to showcase what can be done with Minda's data, as well as the importance and value of a cost-effective, scalable and future-proof data analytics platform.

Exposé helped provision parts of a Data Analytics Platform through the lens of client insights, integrating Minda's core business system and tertiary data sources, such as web data, to provide a wide range of analytical and statistical options.

A number of reports were created in Power BI utilising the new data model, demonstrating the full capability of leveraging report development off a centrally managed data model. The reports formed a series of templates incorporating a custom corporate colour theme that can be easily adopted across the business.

### Business Benefits.

The work which Exposé has undertaken allows Minda to reduce their time and effort on maintaining the model and producing business focussed reports within their management reporting suite. The creation of a forked report & dataset approach allows for report designers to build reports whilst allowing IT staff to orchestrate, secure, and maintain ownership of the datasets.

This approach allows the business to build self-service reporting whilst allowing IT to improve on organisational tasks and evolving Minda's data model.

The creation of a centralised data model enables staff to build quality reports more easily and securely, whilst the organisation can control areas that can be allowed to be reported on.

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Do you have any additional questions, or  
want to know more?

We would love to hear from you.

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