DataToBiz™
Simplifying the Complex

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CIN - U72900PB2020PTC051668

F-429, Industrial Area, Phase 8B
SAS Nagar, Mohali, India -160059

How DataToBiz's Staff Augmentation Services Fueled a Data-driven Digital Transformation

- A Case Study

Exploring the advances of our Staff Augmentation services that helped the client harness data potential to drive business growth. By implementing robust data analytics, and fostering a culture of informed decision-making, DataToBiz helped its client become a data-driven organization.

Our Client

- A global company in the advertising and public relations domain that specializes in providing comprehensive marketing and communication solutions to a wide range of clients worldwide.
- With an extensive network of offices and a diverse team of creative professionals, the company has established itself as a leader in the advertising industry.

Problem Statement

- Limited time constraints in assembling a team of 15 individuals with expertise in Data Engineering, Business Intelligence, and Artificial Intelligence within a limited timeframe of 15 days.

- Finding candidates with a diverse skill set encompassing Data Engineering, Business Intelligence, and Artificial Intelligence poses a difficulty due to the

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specialized nature of these skill sets and the need to build a well-rounded team.

- Ensuring high-quality candidates despite the time constraint was a significant roadblock faced by the client, as they strive to become more data-driven and enhance their decision-making processes.

Solution

We provided a tailored staff augmentation solution to meet their specific needs. Here's how we transformed their data analytics and BI capabilities:

- **Expert Talent Acquisition:** We assembled a talent pool consisting of data scientists, data analysts, BI developers, and data engineers specializing in data analytics, data visualization, and BI development to ensure we had the right expertise to support clients' requirements.
- **Seamless Integration and Collaboration:** Our team seamlessly integrated with the client's existing data analytics team, fostering collaboration and knowledge sharing. We worked closely with their in-house staff to understand their business goals, data sources, and key performance indicators, ensuring a holistic approach to data analytics.

- **Enterprise Data Warehousing (EDW) Solution:**

Our team established an automated ETL and Data Warehousing system, consolidating data from 10+ sources. This powerful EDW forms the foundation for building descriptive and predictive analytics solutions.

- **Actionable Data Visualization**: Utilizing leading BI visualization tools, we transformed complex data into intuitive visual dashboards and reports. These visuals empowered

the client's stakeholders to grasp key insights at a glance and make data-driven decisions accordingly..

- **Advanced Analytics Implementation:** Our experts implemented advanced analytics techniques, leveraging ML algorithms and predictive models to uncover valuable insights from the client's vast datasets. We helped them identify customer behavior patterns, optimize inventory management, and create customer-centric marketing campaigns

Business Impact

Leveraging our staff augmentation services, the organization led to a data-driven transformation.

- **Enhanced Decision-Making**: With our support, the client experienced a significant improvement in their decision-making process. They could identify trends, uncover hidden opportunities, and proactively address business challenges.

- **Improved Efficiency**: Our staff augmentation services helped clients streamline their data analytics workflows, reducing manual effort and improving overall efficiency. This allowed their team to focus on strategic initiatives and value-added tasks.

- **Cost Optimization**: By leveraging our staff augmentation model, they achieved cost optimization compared to hiring full-time employees. They could scale their data analytics team based on project demands, avoiding unnecessary overhead costs.

- **Flexibility to Ramp up & Ramp Down the team On-demand**: By leveraging our bench resources, they were able to handle the ad-hoc need to increase the team as and when management wants to target multiple projects in parallel**.**

- **Competitive Advantage**: The actionable insights and data-driven strategies implemented by the client enabled them to stay ahead of the competition. They experienced increased customer satisfaction, improved operational efficiency, and higher revenue growth.

  In collaboration with DataToBiz, the client successfully transformed into a data-driven organization. By addressing challenges related to data silos, analytics expertise, and decision-making, we enabled them to achieve enhanced operational efficiency, better customer experiences, and revenue growth, ultimately solidifying the success of their data transformation journey.