

# Building a Data-Driven Reporting and Analytics Platform for Investment Management

## ABOUT CLIENT

- A family-owned investment business with decades of investment advisory experience specializing in Private Funds and Collective Investment.
- Located in South Dakota, the company provides secure, innovative solutions for investment advisers and asset managers, helping them scale their businesses confidently for the future.

## PROBLEM STATEMENT

When sat for the first round of discussion, the client highlighted their struggles with the lack of proper data infrastructure and challenges in its reporting systems among stakeholders. Key issues identified were:

### Manual and Inefficient Data Processes:

- The client struggled with repetitive, time-intensive manual data handling. This led to frequent delays in generating reports, increased the risk of errors, and disrupted the decision-making process due to untimely and unreliable data.

### Disconnected Data Sources:

- The client struggled with repetitive, time-intensive manual data handling. This led to frequent delays in generating reports, increased the risk of errors, and disrupted the decision-making process due to untimely and unreliable data.

### Challenges in Report Automation:

- Tasks like report template management, repetitive data extraction, and manual PDF account handling were not only time-consuming but prone to errors, significantly impacting productivity and precision.

### Data Security and Centralization Needs:

- The absence of a centralized and secure data repository made it challenging to store, retrieve, and safeguard critical information.

### Industry

Investment

### Services Used

- Business Intelligence (BI)
- Data Analytics
- Digital Transformation
- Tableau

### Region

North America

### Function/Department

Accounting and Finance

### Engagement Model

End to End Project Lifecycle Management

## SOLUTION

The project involved five stages of solution designed to address the client's challenges effectively and ensure improved operations and profitability. Our team of data engineers assigned to the project:

### Custom Reporting Templates:

- Created templates tailored to the client's reporting requirements, standardizing data representation across all reports.

### Report Automation:

- Automated recurring reports to reduce manual tasks, saving 30+ hours monthly.

### Streamlined PDF Account Management:

- Integrated automated handling of PDF account numbers into the system, eliminating manual tracking errors.

### Data Centralization and Security:

- Developed intuitive Tableau dashboards to provide real-time, actionable insights, reducing reliance on static, outdated reports.

## TECHNICAL IMPLEMENTATION

**Data Extraction and Preparation:** Extracted raw data from SQL databases, performed transformations, and ensured consistency and accuracy.

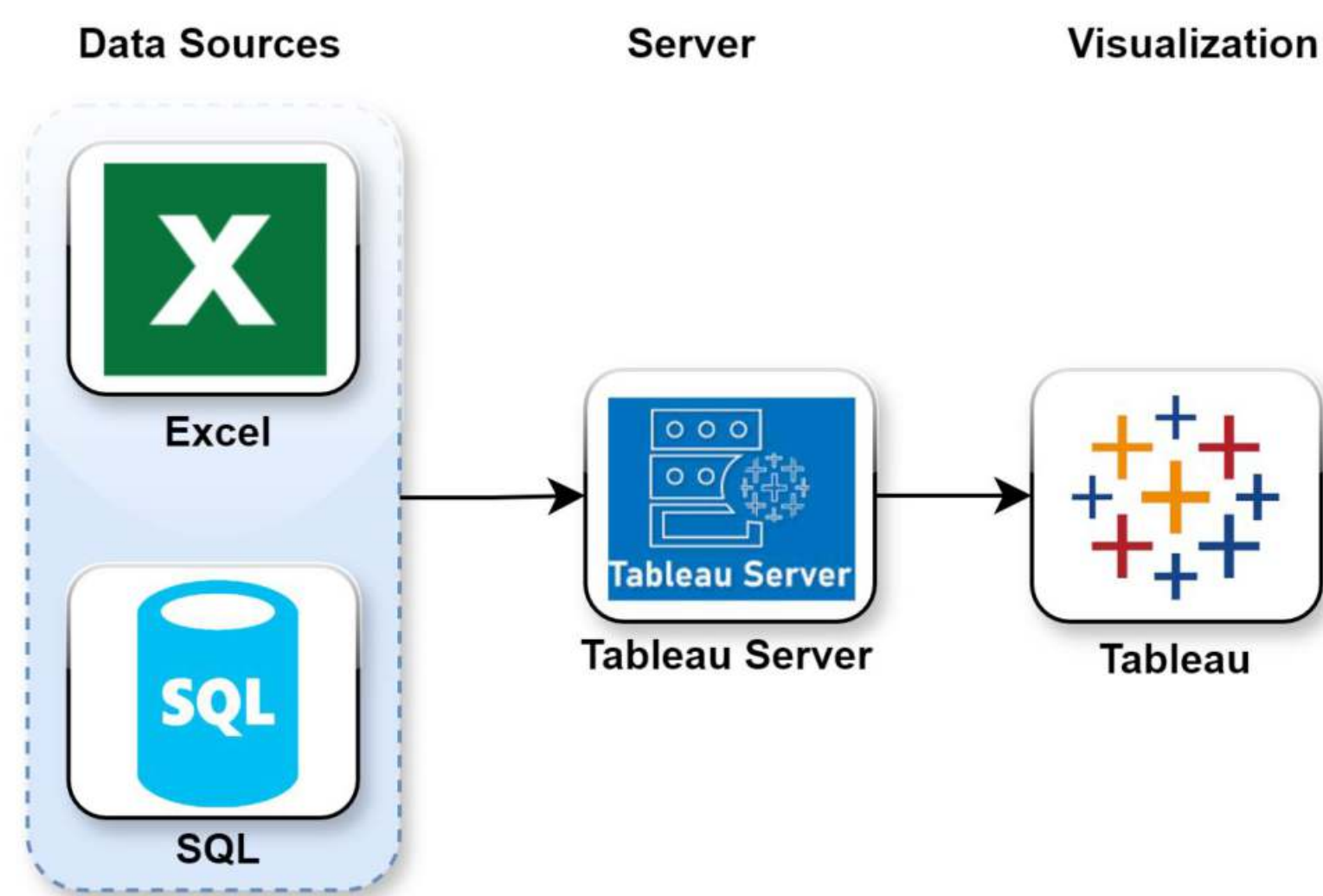
**Centralized Data Repository:** Integrated multiple data sources into a unified repository for seamless analysis.

**Automation Framework:** Set up automated pipelines for data consolidation from SQL and Excel.

**Dashboard Development:** Imported processed data into Tableau, creating interactive dashboards tailored to the client's KPIs.

**Deployment and Updates:** Published dashboards to Tableau Server, enabling secure, on-demand access.

**Scheduled Maintenance:** Configured automated data refreshes, ensuring dashboards remain current and relevant.



## BUSINESS IMPACT

### Time Savings:

Reduced report generation time from 10 hours per week to just 5 hours.

### Improved Accuracy:

Eliminated manual errors, achieving 98% data accuracy in all automated processes.

### Streamlined Operations:

Achieved a 50% faster data processing rate, reducing time-to-insight from days to hours.

### Enhanced Productivity:

Freed up 20+ hours weekly for staff to focus on strategic tasks instead of repetitive, manual workflows.

### Improved Decision-Making:

Enabled real-time insights through Tableau dashboards, increasing stakeholder confidence and decision-making speed by 70%.

### Scalability for Growth:

Designed a solution capable of supporting 2x data volume without additional infrastructure, preparing the client for future growth.

### Automated Communication:

Enabled automated scheduling of PDF reports directly to fund subscribers, reducing delays and manual effort in report distribution.

By implementing this centralized data architecture in place, today, the client seamlessly manages growing data volumes and evolving reporting needs, distributing automated reports directly to subscribers—an achievement that not only simplifies operations but strengthens their value proposition in the competitive investment advisory landscape.

