



Business Analytics and Insights Platform

A PwC Product



Business Analytics and Insights Platform

A one-stop platform for solving the analytic needs of a business to generate actionable insights

Visualisation templates

Out-of-the-box standard data model

Function and industry-specific KPI library

The challenges



Are you concerned about the time lost in creating data foundations and operational frameworks?



Are you facing frequent challenges with the inability to customise use cases?



Are you able to manage the vast selection of key performance indicators (KPIs)?



Are you concerned about the method for accelerating ideation to industrialisation?

Our solution

PwC's Business Analytics and Insights Platform is a configurable plug and play data and analytics platform which will help organisations to deploy analytical models quickly, visualise insights and realise benefits without spending too much time on creating the data foundation and operational frameworks.

Why do clients need Business Analytics and Insights platform?

- A single solution to all business analytics problems
- A way to accelerate ideation to industrialisation
- Generation of actionable insights and visualisation of KPIs to understand levers that influence business outcomes
- Next-best action to maximise business outcomes
- A way to monetise data

Features

Insights:

Provides business insights in natural language using reusable and pluggable analytical models.

Prebuilt frameworks:

Possesses a data acquisition framework and is easy to integrate with any third party tool.

Enables operational monitoring and exception handling framework.

Possesses tried and tested data and network security architecture.

Visualisations:

Deploys scores of prebuilt visualisation content on Power BI. Enables easy addition of new use cases as pluggable components.

Prebuilt extensible data models:

The prebuilt data model provides traceability and is easy to audit. It is quick to deploy and uses standard SQL database components.

KPI library:

Provides prebuilt KPI library for common use cases across functions, which users can browse and extend as required to create derived KPIs using formulae.

Benefits

Prebuilt data models and KPI library:

These models cover all major business domains and functions.

Pay-as-you-use infrastructure:

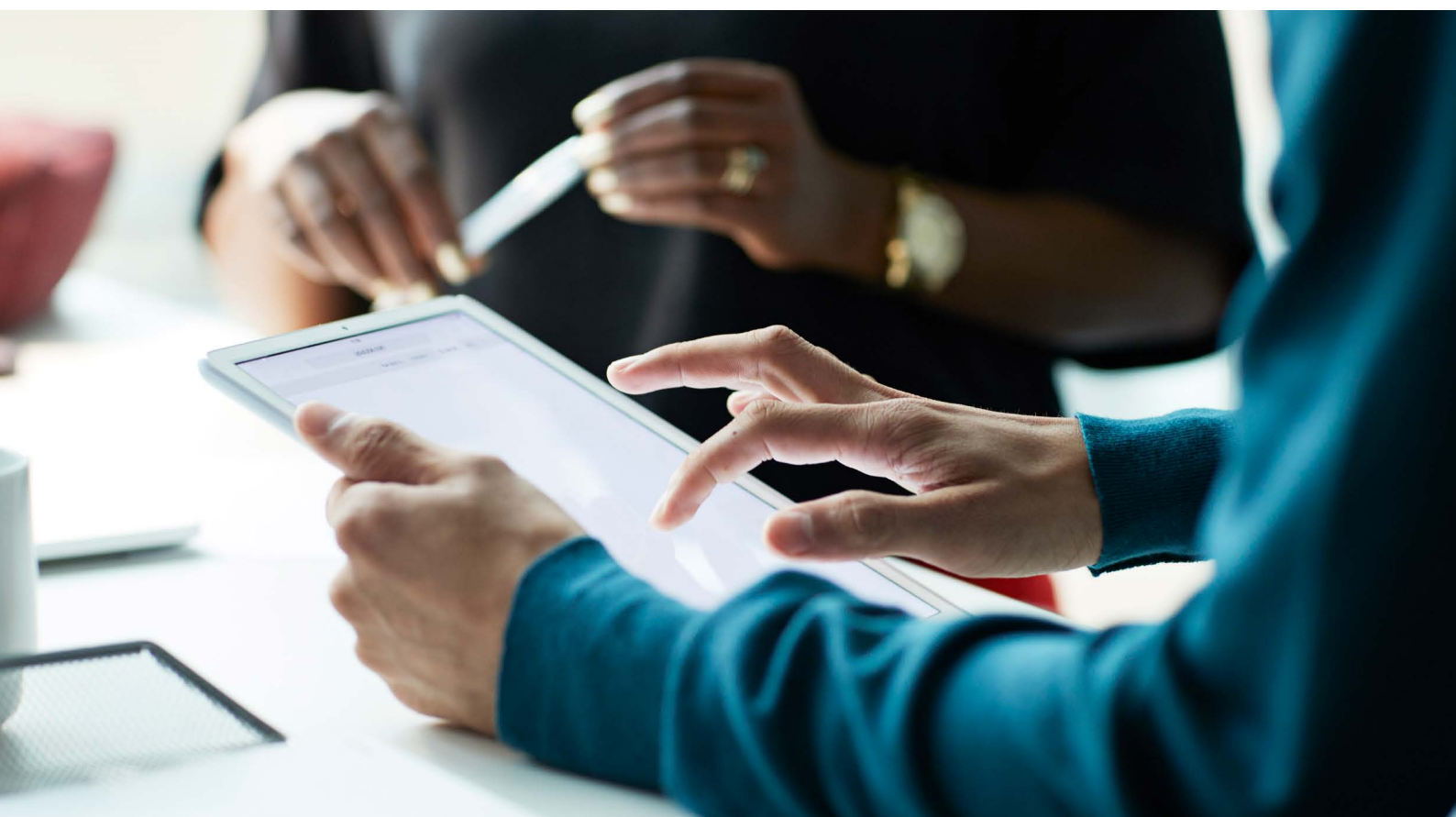
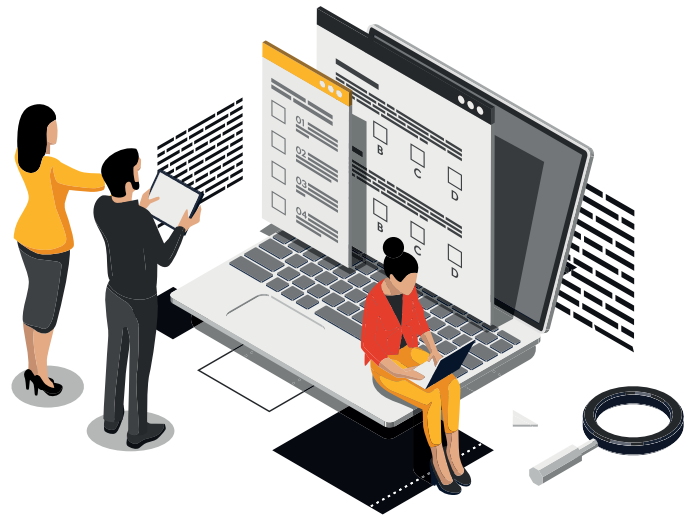
The flexibility offered by the platform ensures the optimum utilisation of the user's investment and smoothly modifies the service consumption volume on demand.

Low latency in insights generation:

Leverages a natural language generation-based engine to devise diagnostic analytics for business users in a short turnaround time.

Customised and self-service BI solutions:

Provides various derived flexible measures which can be calculated immediately, based on the KPI library.



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For further information, write to us at in_store@pwc.com

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