

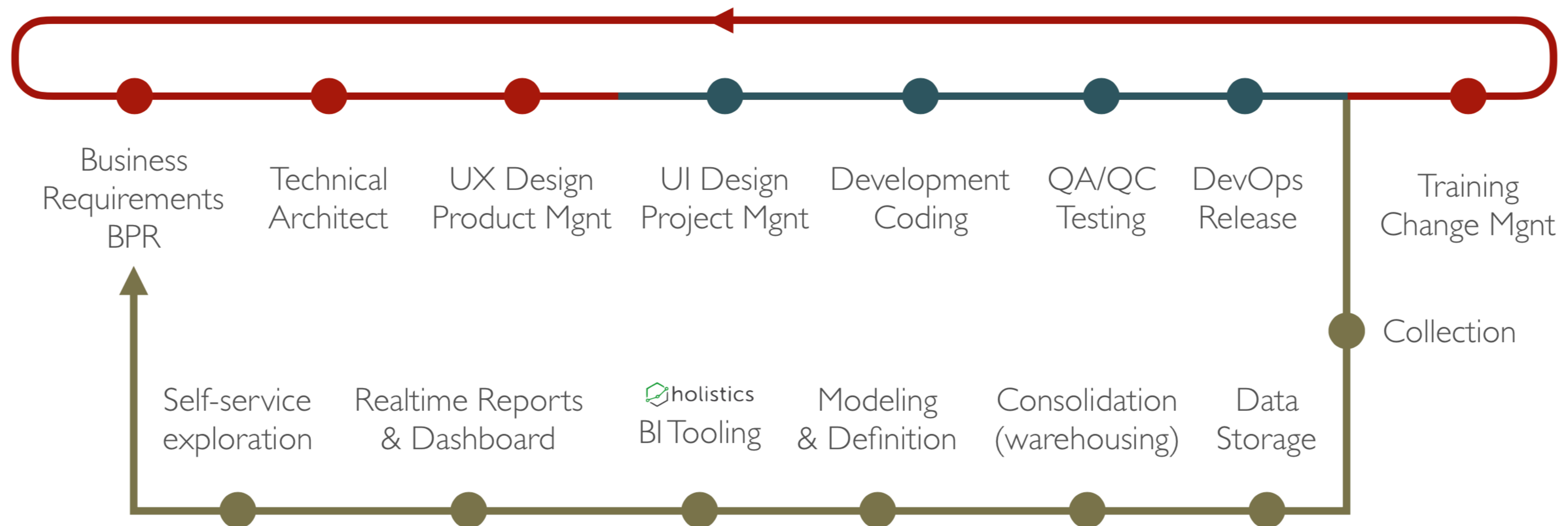




TECH & DATA INNOVATION

As a Technology firm, ANATICS offering full range of technical service **from strategic consulting to implementation** of technology project, based on modern **software, hardware, latest SaaS tools and practices**. Services includes management tech advisory, due diligence auditing, strategy planning, budgeting, product development, quality control, data mining, change management.

Technical Architect & Solutions



Data Pipeline & BI as a Services



SOLUTIONS

DATA WARE HOUSE & DATA PLATFORM



DATA WAREHOUSE & BI AS A SERVICE

In general, an organization handling *large* amount data follows the 5 phases below

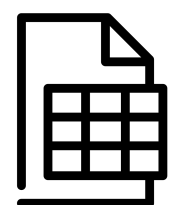
Generate



Software Systems



3rd party services

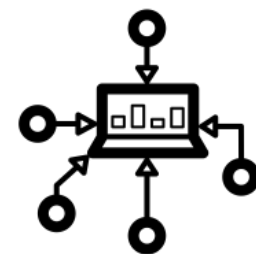


Spreadsheets

Collect



Data Sources



Data Collectors

Store



Data Warehouse



Data Lake

Process



Cleansing



Transformation



Enrichment

Analyze

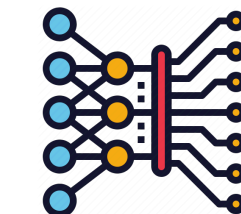


Data Mining

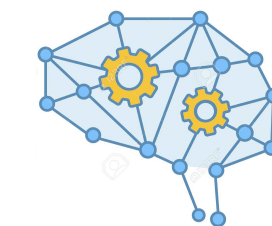


Visualisation

Data Science



Machine Learning



Deep Learning

descriptive analysis

predictive analysis

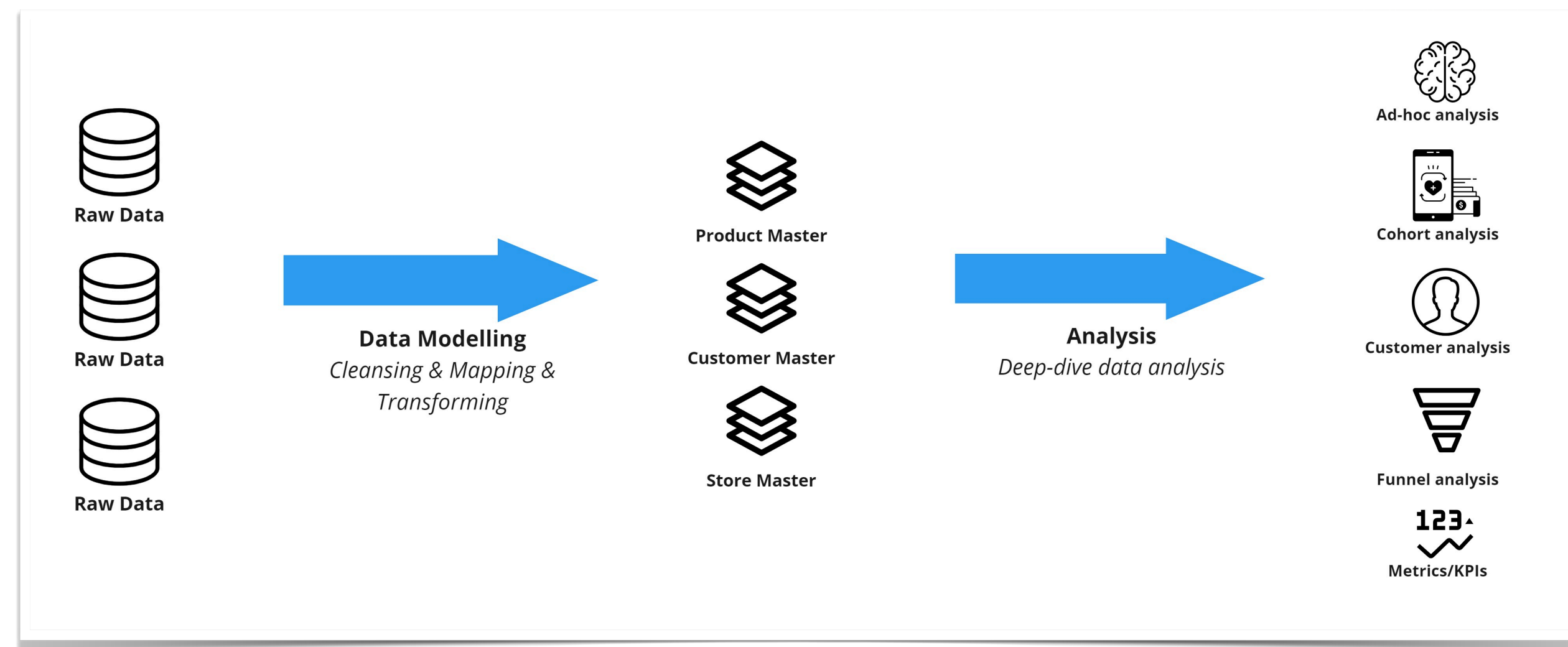
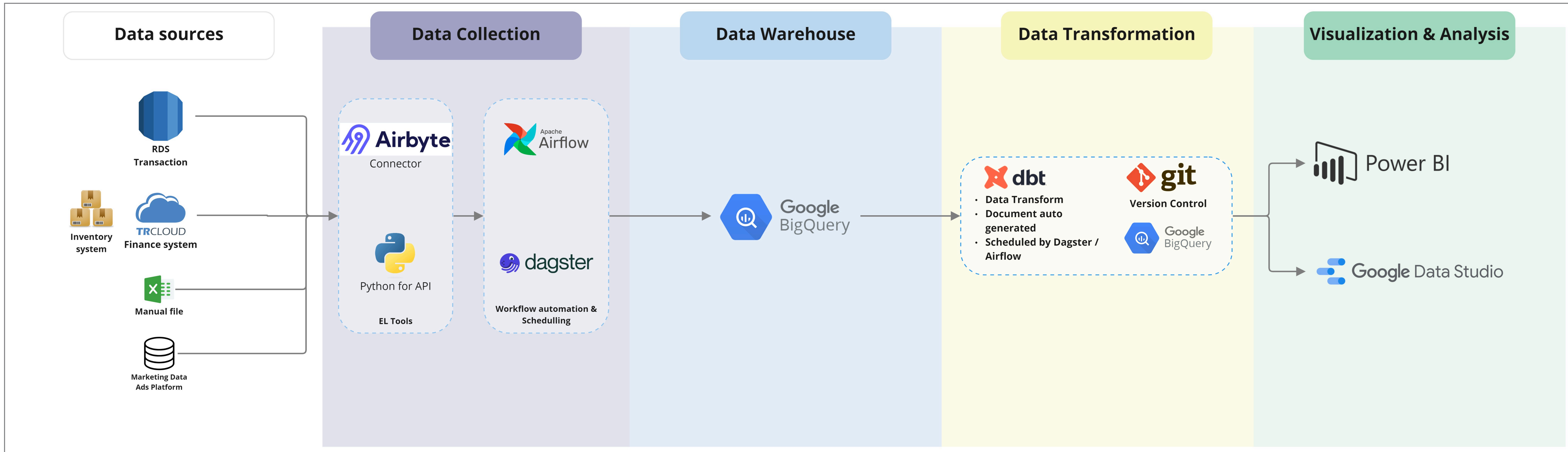


DATA WAREHOUSE & BI AS A SERVICE

In general, an organization handling *large* amount data follows the 5 phases below



ANATICS TECH STACK SOLUTION





CASE STUDY

RETAILS



CASE STUDY - RETAILS

Clients are:

1. A fast-growing fashion retail company with 100+ physical outlets and an e-commerce website
2. A top-3 F&B retails company with 450+ stores, online owned app and third-party apps

Anatics helped to setup a cloud data warehouse and self-service data analytics platform that aggregates transactional and customer data from 3 silo databases (Retail POS, ERP, e-commerce), allowing the organization to visualize sales and inventory in near-realtime dashboards and reports. Anatics also provide tool training and documentation for company's in-house business analysts and technical team.

Timeline completed from 5-8 months



CASE STUDY - RETAILS

Generate



Software Systems



3rd party services



Sensors

Collect



Data Sources



Data Collectors

Store



Data Warehouse

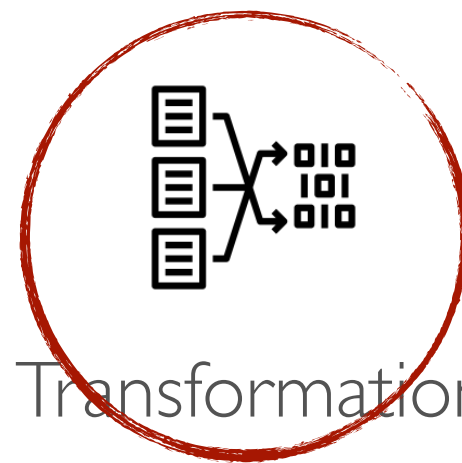


Data Lake

Process



Cleansing



Transformation



Enrichment

Analyze



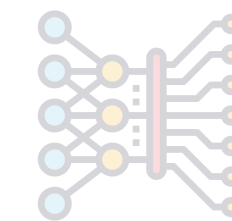
Data Mining



Visualisation



Data Science



Machine Learning



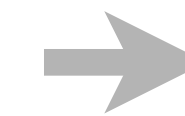
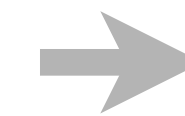
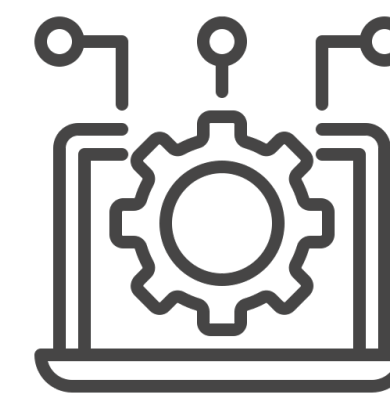
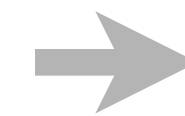
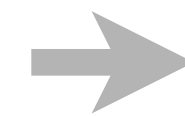
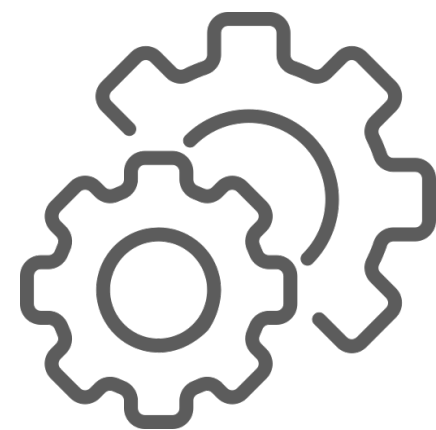
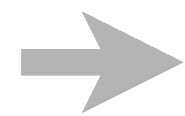
Deep Learning

 Anatics In charge



DATA ANALYTICS & BI AS A SERVICE

ANATICS provide expertise in setting up data pipeline & standardizing business process. We guide your team through the process, build your first automated organization dashboards and set your team up for future Data-driven decision makings.



Data Assessment/ Due Diligence

Tech & Data DD Documents

Set-up & Analysis

Automated data pipeline & warehouse

Standardization

Calculation metrics & standardized reporting processes

Develop Data Platform

Datasets for self-service analytics

Automated Reports & Data Analysis Tool

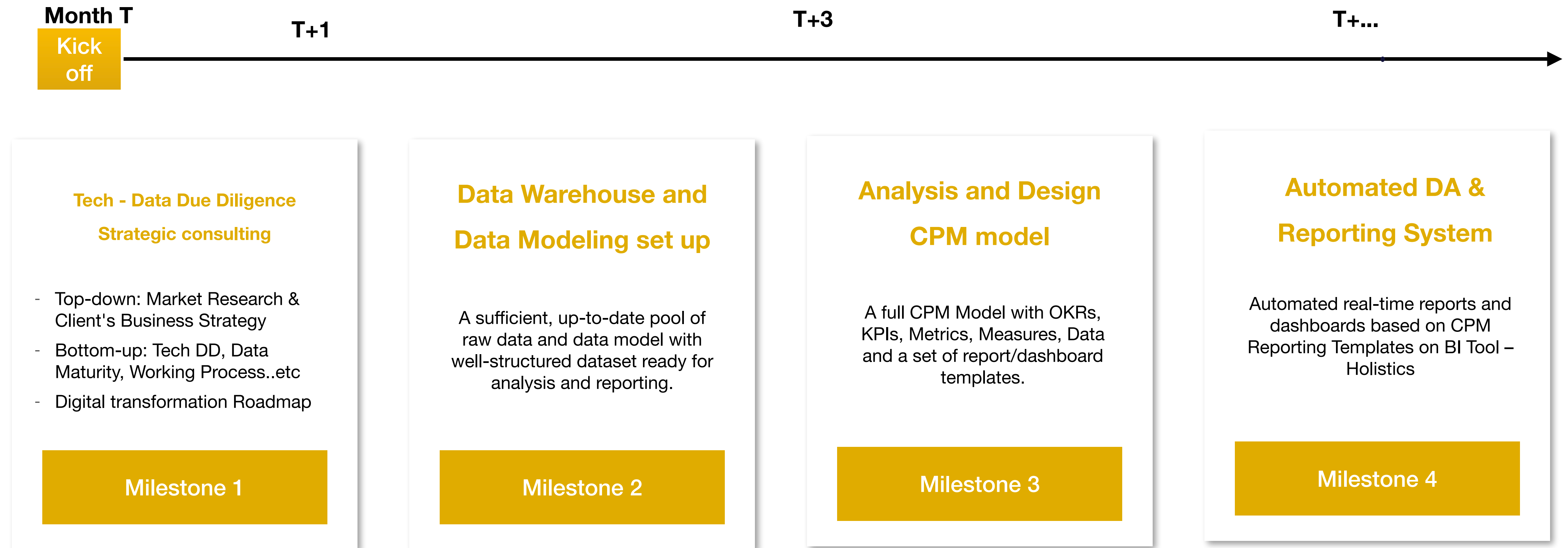
Automated reports

Automation

Performance analysis reports/ dashboards

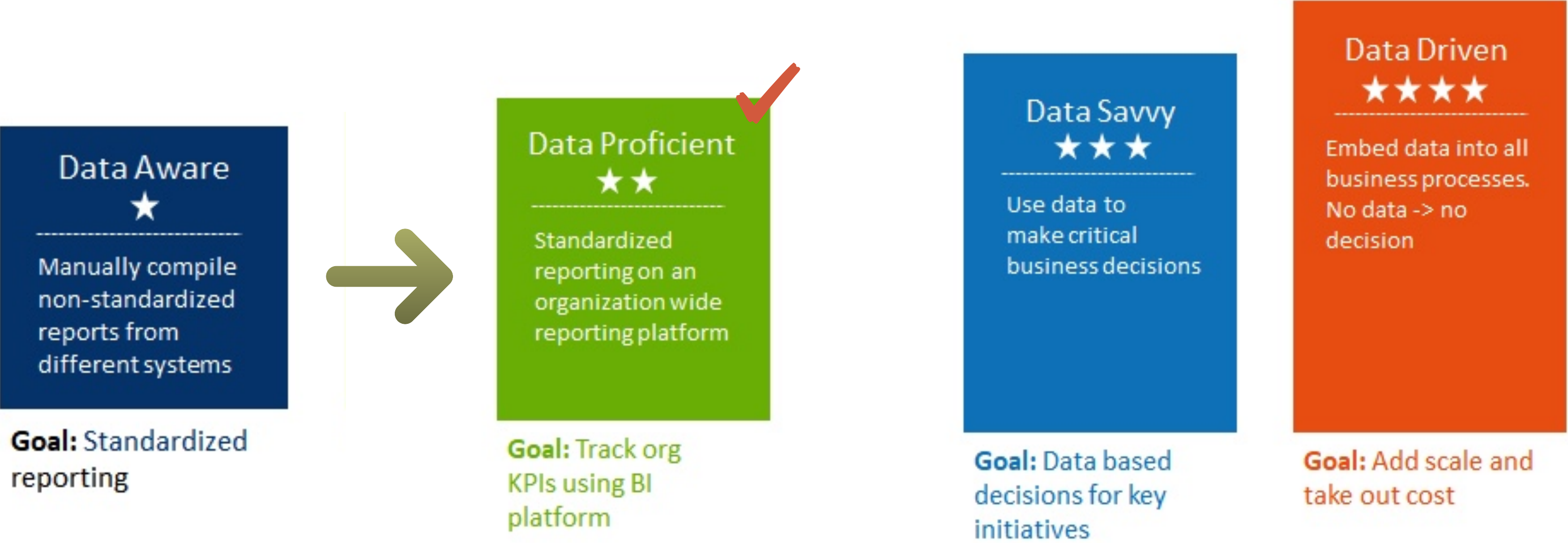


BI PROJECT MILESTONES & DELIVERABLES



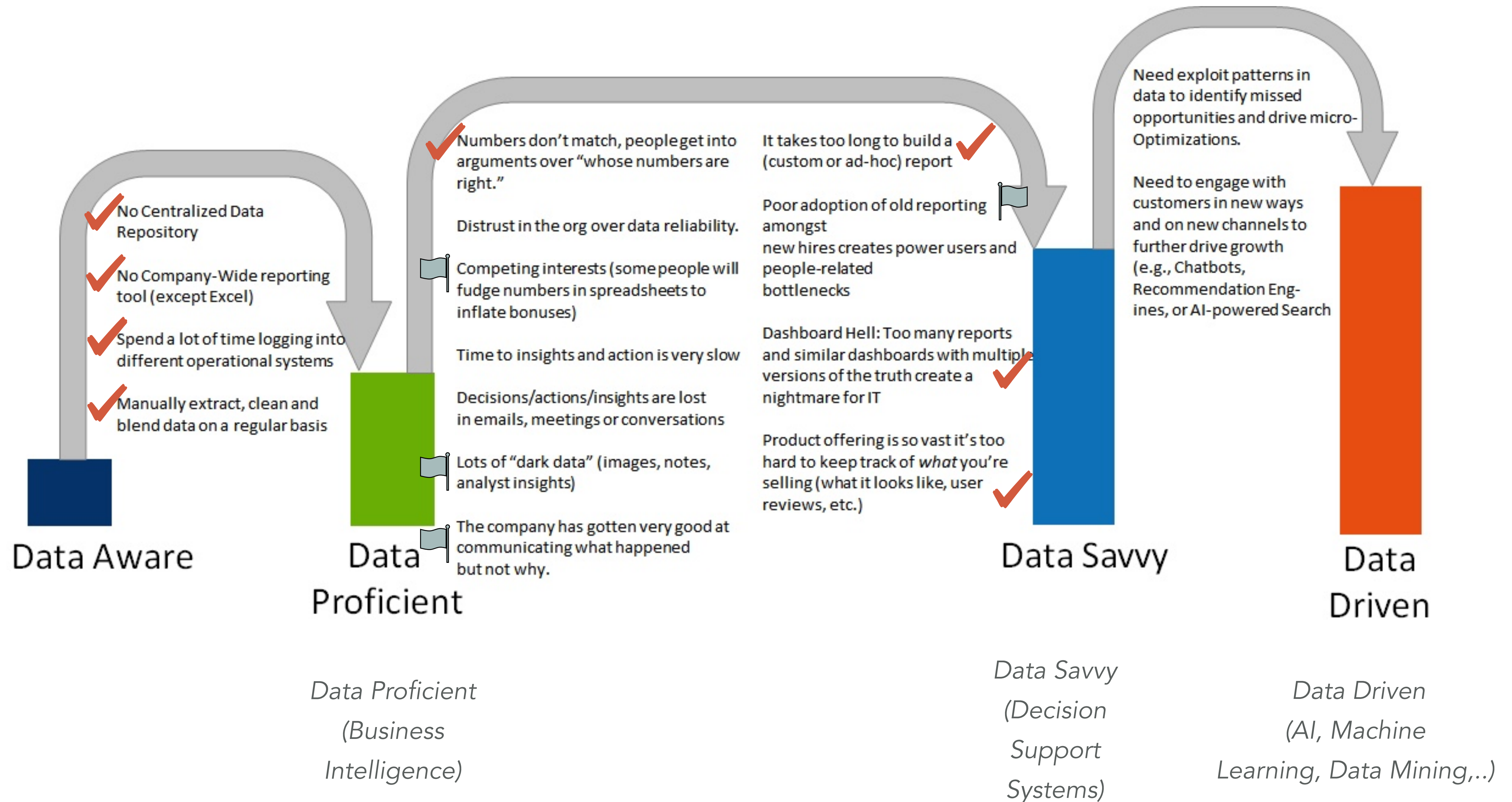
DATA MATURITY LEVEL & REPORTING PROCESS

The Fashion Retail client transitioned from "Data Aware" to "Data Proficient" Stage

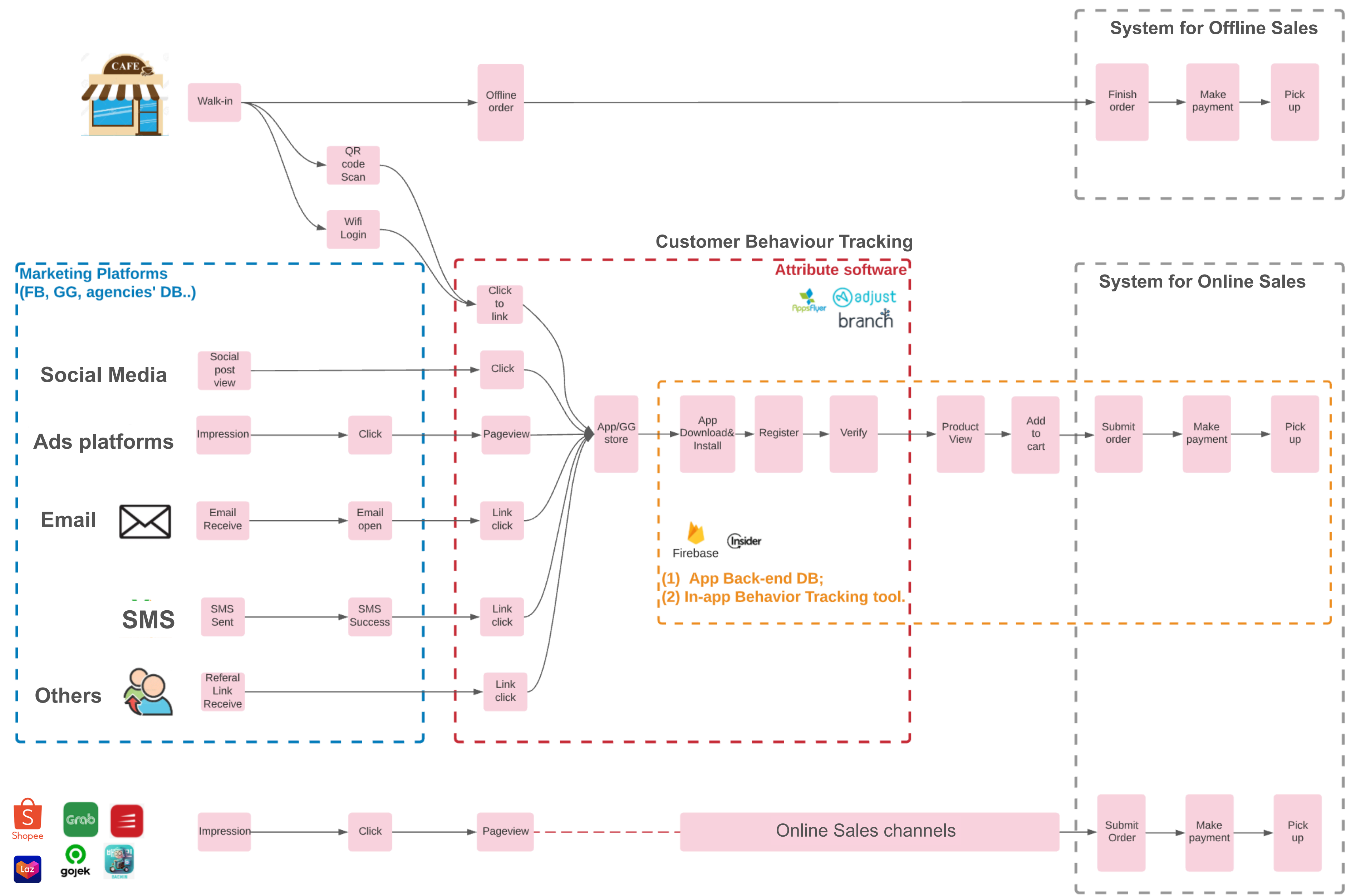


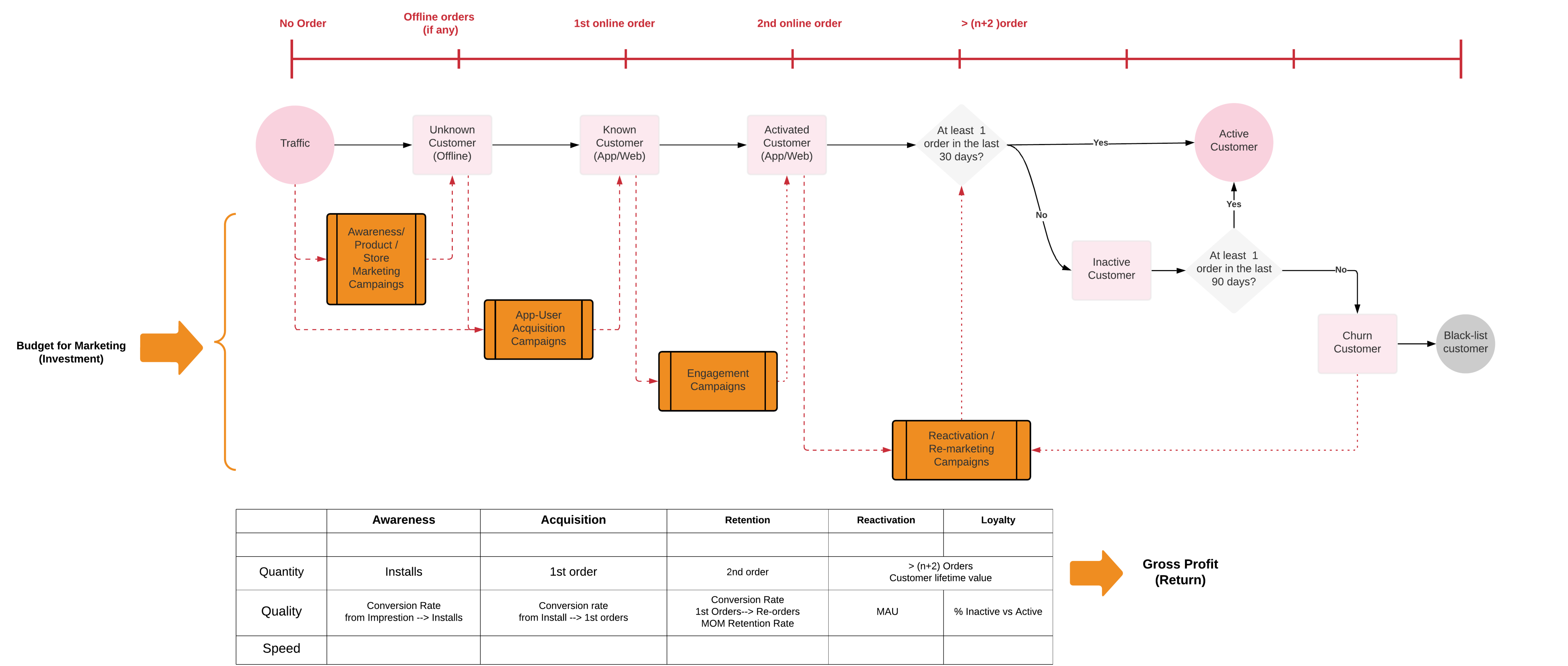
	Digitalize	Record	Summary	Compare	Analysis	Predict	AI
Fulfilment	✓	✓	✓	✓	✓	✓	✗
Sales	✓	✓	✓	✓	✓	✗	✗
Marketing	✓	✓	✓	✓	✓	✗	✗
Finance	✓	✓	✓	✓	✗	✗	✗
HR	✓	✓	✓	✗	✗	✗	✗
Services	✓	✓	✗	✗	✗	✗	✗
Operation	✓	✓	✗	✗	✗	✗	✗

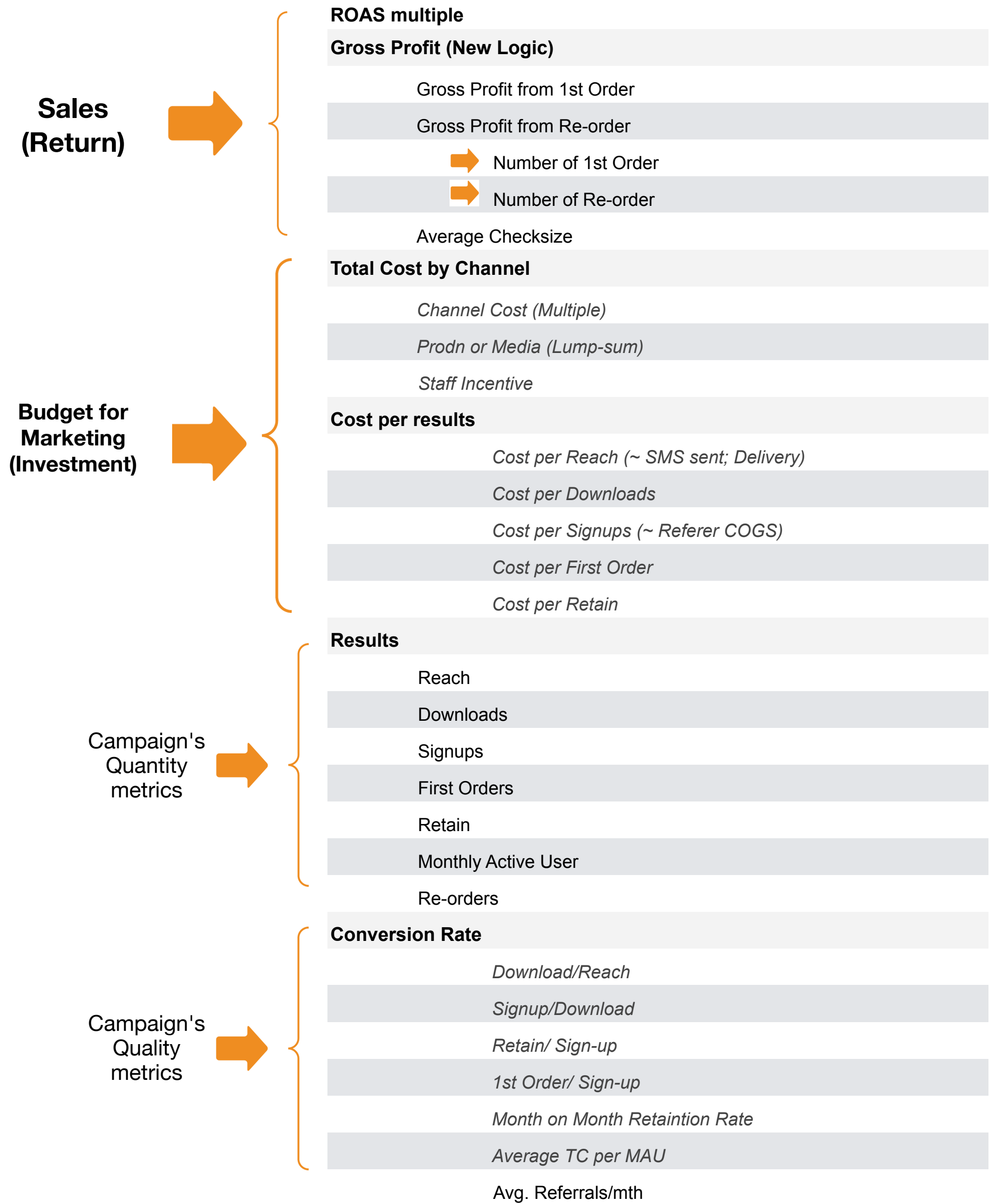
Common Pains - Solved during Transitioning between Stages of the DDMM



Define Customer Journey (Online & Offline) & Data Tracking







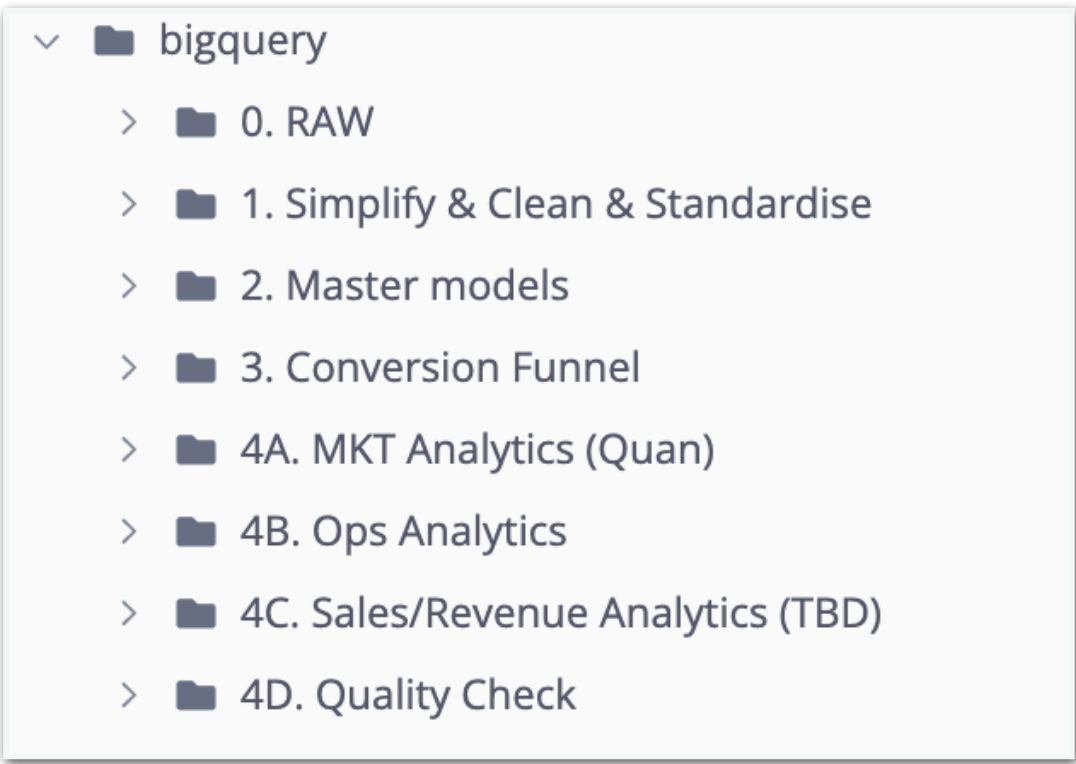
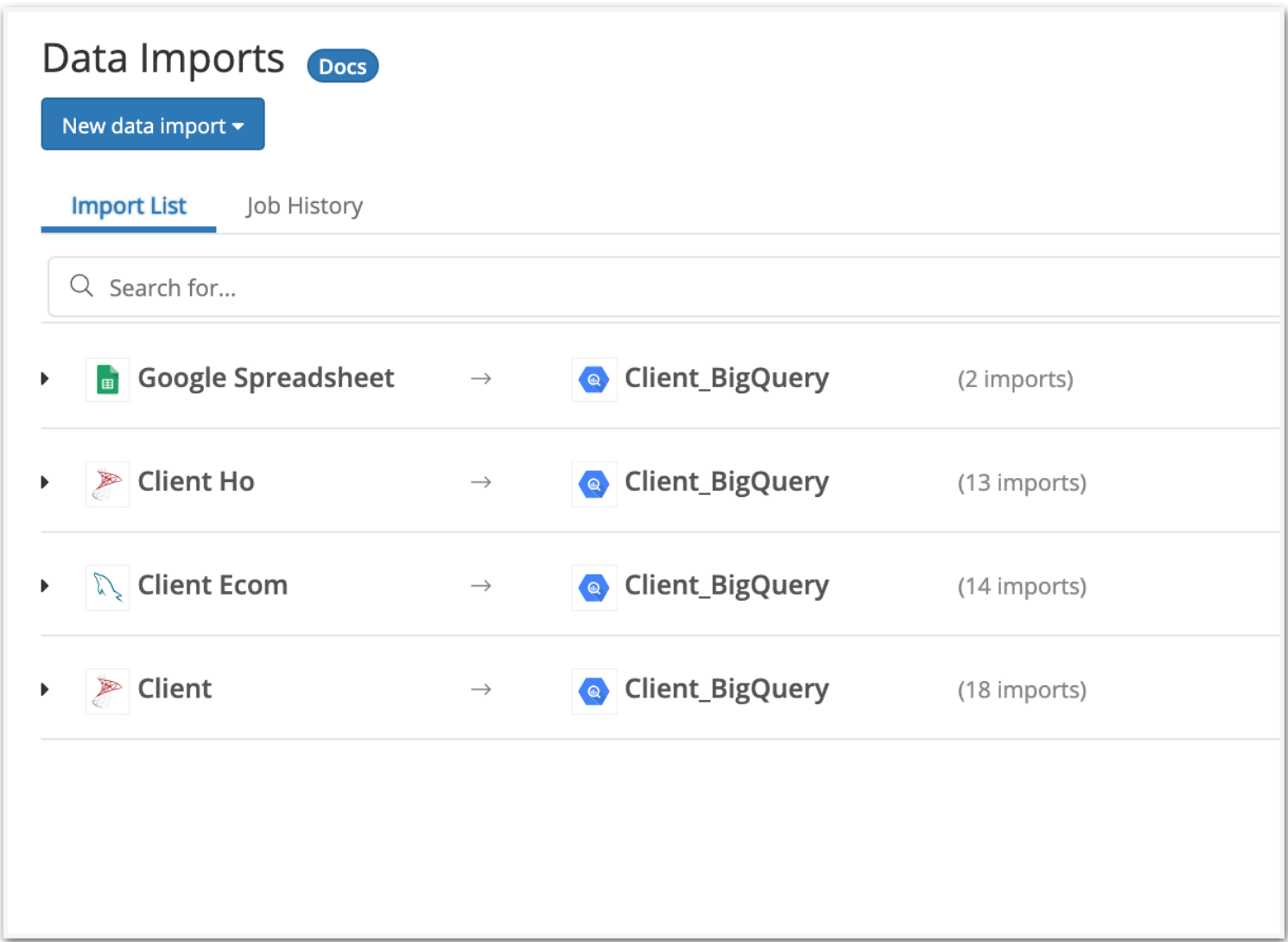
Marketing & Sales channels								
Store POSM	Store Wifi	Social Organic	SMS	Packaging - Aggregators	Existing App Users	Referrals	Paid Media (FB, GG,..)	Creative Media

Performance Projection								
Abbr/ Formular	Store POSM	Store Wifi	Social Organic	SMS	Packaging - Aggregators	Paid Media	Referrals	Existing App Users
ROAS \$ multiple	16.72	16.72	80.101	5.87	2.55	6.47	6.40	80.101
Gross Profit (New Logic)	\$167,175	\$167,175	\$42,163	\$76,755	\$14,067	\$160,202	\$323,424	
Gross Profit from 1st Order	\$89,300	\$89,300	\$22,800	\$38,000	\$7,372	\$79,040	\$160,069	
Gross Profit from Re-order	\$77,875	\$77,875	\$19,363	\$38,755	\$6,695	\$81,162	\$163,355	
Number of 1st Order	44,650	44,650	11,400	19,000	3,686	39,520	80,029	
Number of Re-order	38,938	38,938	9,681	19,377	3,347	40,581	81,683	
Average Checksize	\$2	\$2	\$2	\$2	\$2	\$2	\$2	
Total Cost by Channel	\$10,000	\$10,000	\$0	\$25,000	\$4,850	\$340,000	\$50,545	
Channel Cost (Multiple)				\$25,000	\$4,850	\$260,000	\$50,545	
Prodn or Media (Lump-sum)	\$10,000	\$10,000				\$80,000		
Staff Incentive								
Cost per results								
Cost per Reach (~ SMS sent; Delivery)				\$0.05	\$0.05			
Cost per Downloads						\$5.00		
Cost per Signups (~ Referer COGS)							\$0.00	
Cost per First Order								
Cost per Retain								
Results								
Reach	470,000	470,000	150,000	500,000	97,000		351,006	
Downloads	47,000	47,000	15,000	25,000	4,850	52,000	\$105,302	
Signups	47,000	47,000	12,000	20,000	3,880	41,800	84,241	
First Orders	44,650	44,650	11,400	19,000	3,686	39,520	80,029	
Retain	37,600	37,600	9,600	16,000	3,104	33,280	67,393	
Monthly Active User	25,958	25,958	6,454	12,918	2,232	27,054	54,455	
Re-orders	38,938	38,938	9,681	19,377	3,347	40,581	81,683	
Conversion Rate								
Download/Reach	10%	10%	10%	5%	5%		20%	
Signup/Download	100%	100%	80%	80%	80%	80%	80%	
Retain/ Sign-up	80%	80%	80%	80%	80%	80%	80%	
1st Order/ Sign-up	95%	95%	95%	95%	95%	95%	95%	
Month on Month Retaintion Rate	80%	80%	80%	80%	80%	80%	80%	
Average TC per MAU	1.5	1.5	1.5	1.5	1.5	1.5	1.5	4
Avg. Referrals/mth							1.5	
PAS Plan - Assumption - Solution								
Other detail calculation								
Churn								
Churn/ Download	20%	20%						
Churn/ Signup			20%	20%	20%	20%	20%	
Churn	9,400	9,400	2,400	4,000	776	8,320	16,848	

CPM Metrics & Dimensions include:
Data Source | Definition | Business Logic | Formulas | Dimension.. etc.
And all requirements for Data Team to do data and report/dashboard works

01. Holistics connect and manage multiple data sources to store in BigQuery

Connected to multiple data warehouses



02. SQL code on Holistics to transform, Clean & Model your Data

Create data models that capture most important business metrics. In each model, define custom attributes from multiple data sources.

Build relationships between these models. Then, visualize where each metric comes from

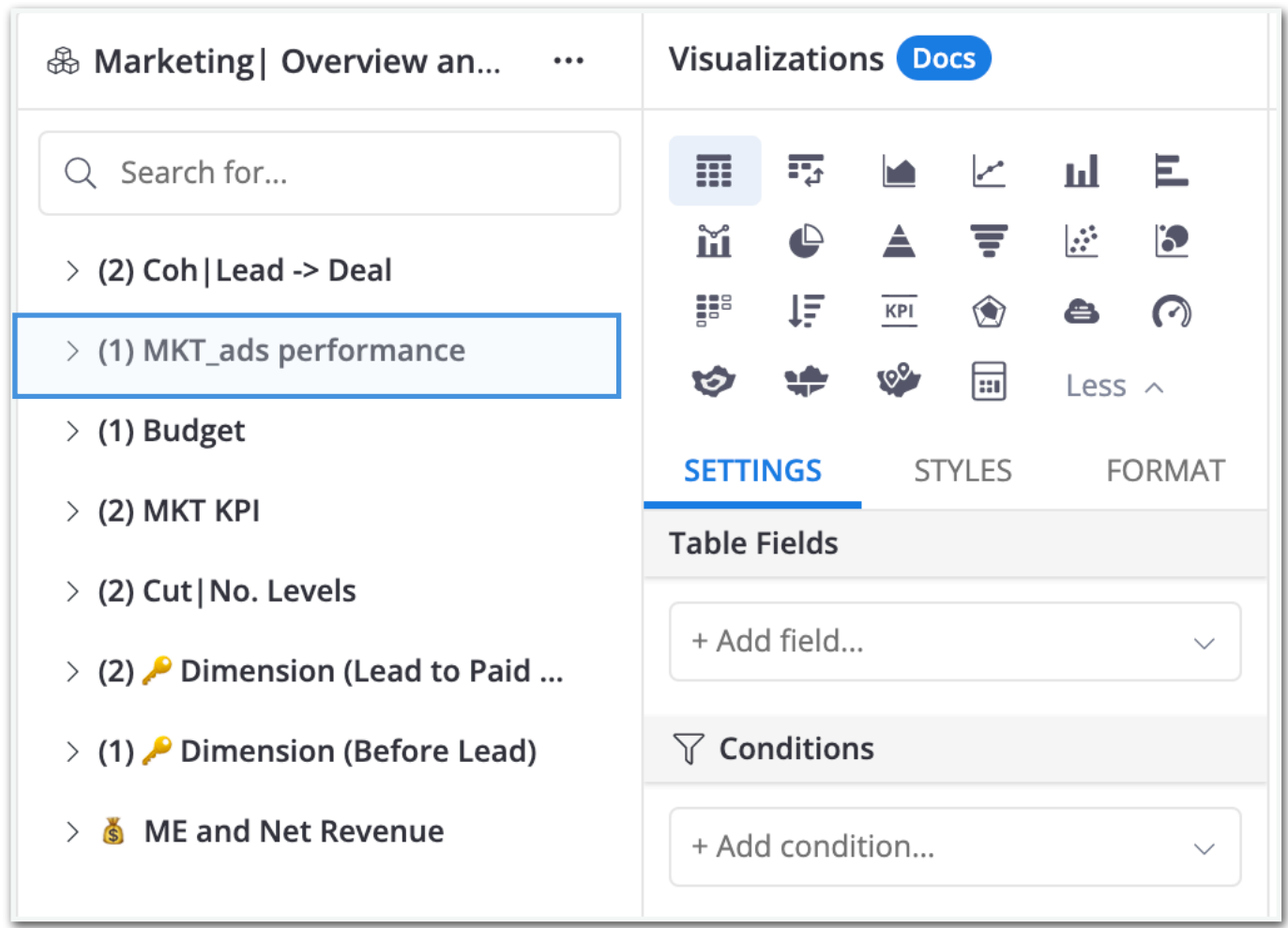
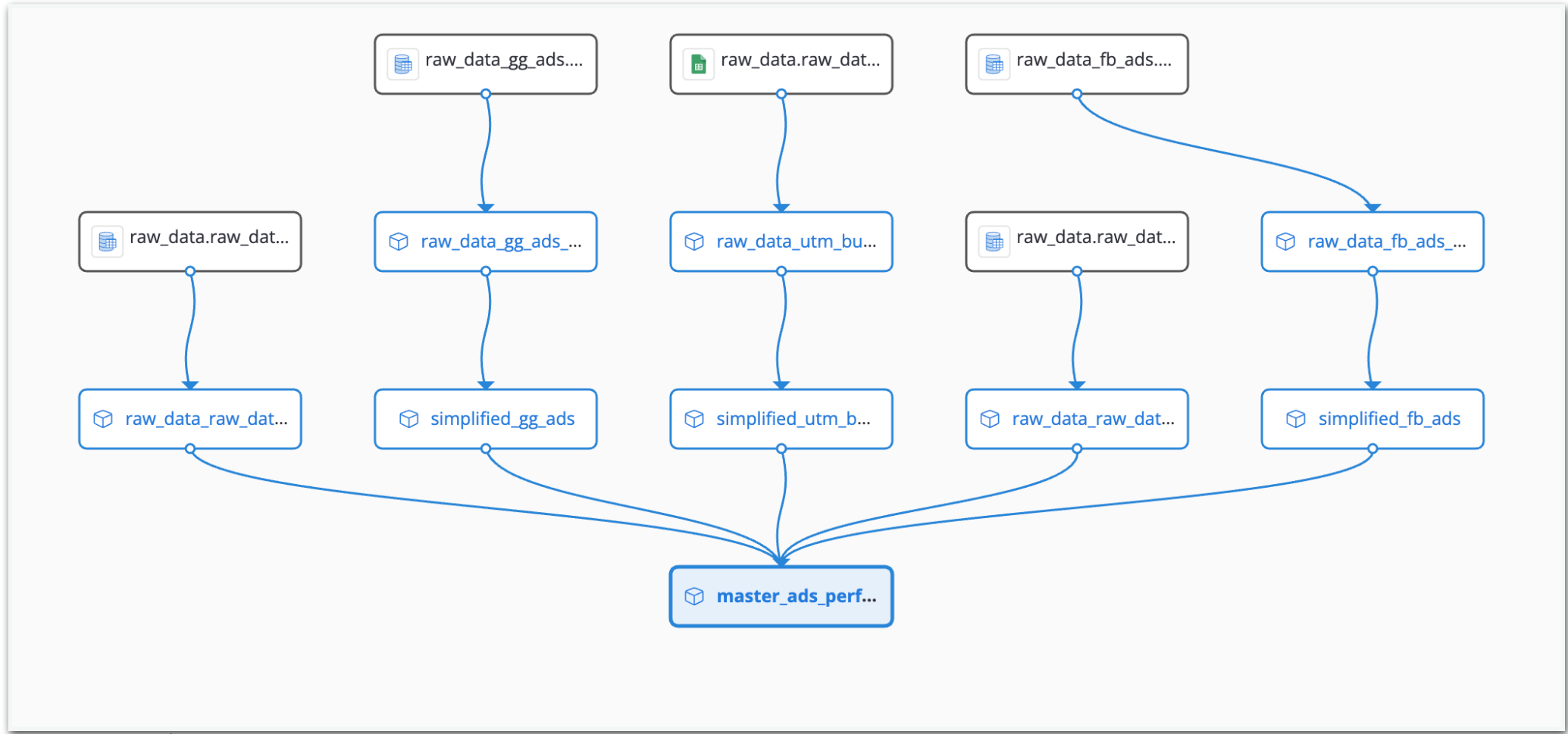
Layer 1: Raw Data

Layer 2: Cleaning

Layer 3: Mapping

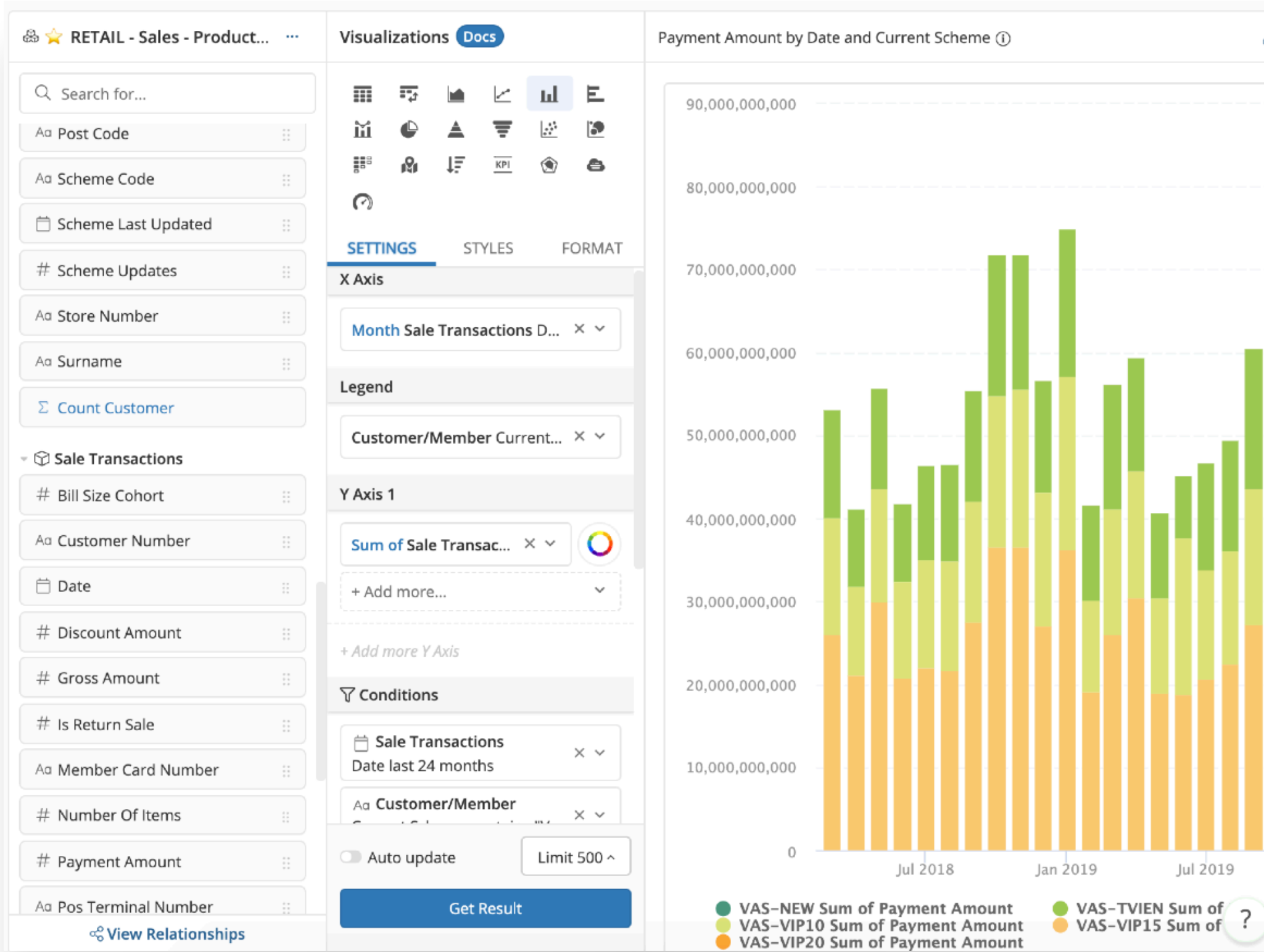
Layer 4: Table (Formular)

Layer 4: Datasets



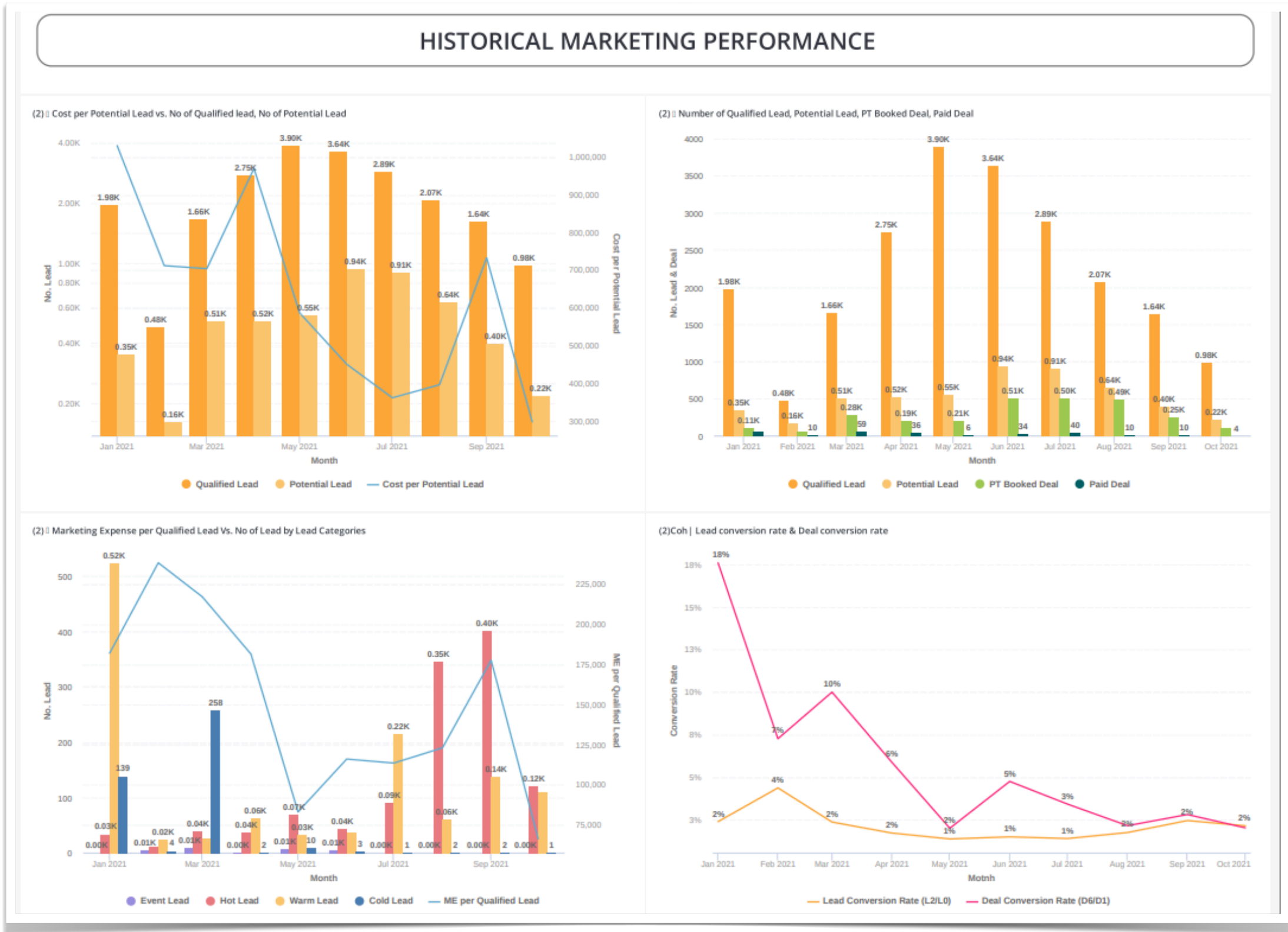
03. Drag-and-drop interface for non-technical users

Managers are able to create their own charts, visualizations and pivot tables by dragging the relevant metrics for display



04. Demo reports/ dashboard and automatic email

Demo general reports and train for managers to drag - drop by their own



DASHBOARDS

1. Marketing Performance Overview

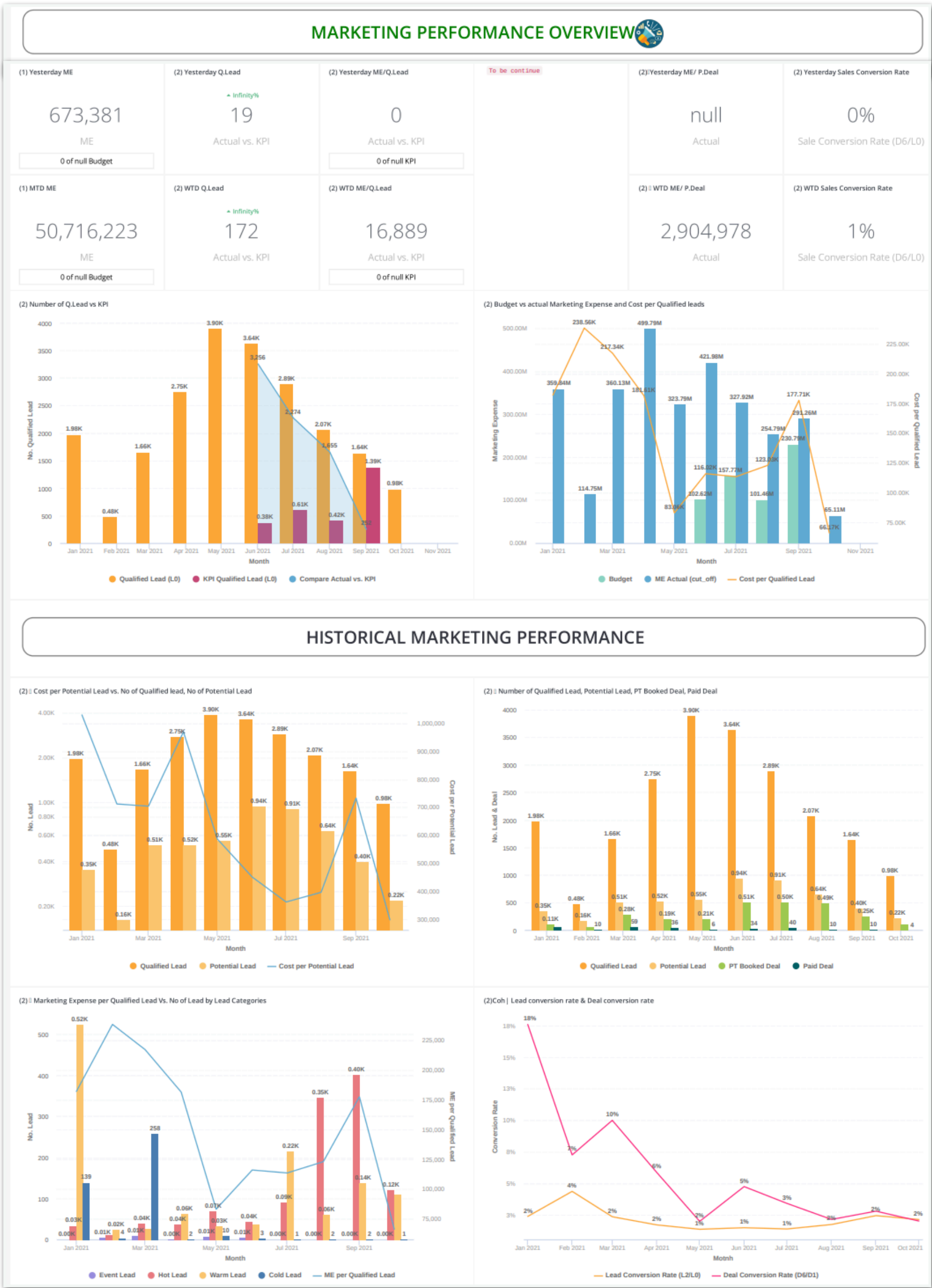
Marketing Dashboards include these sections:

1. Marketing performance overview

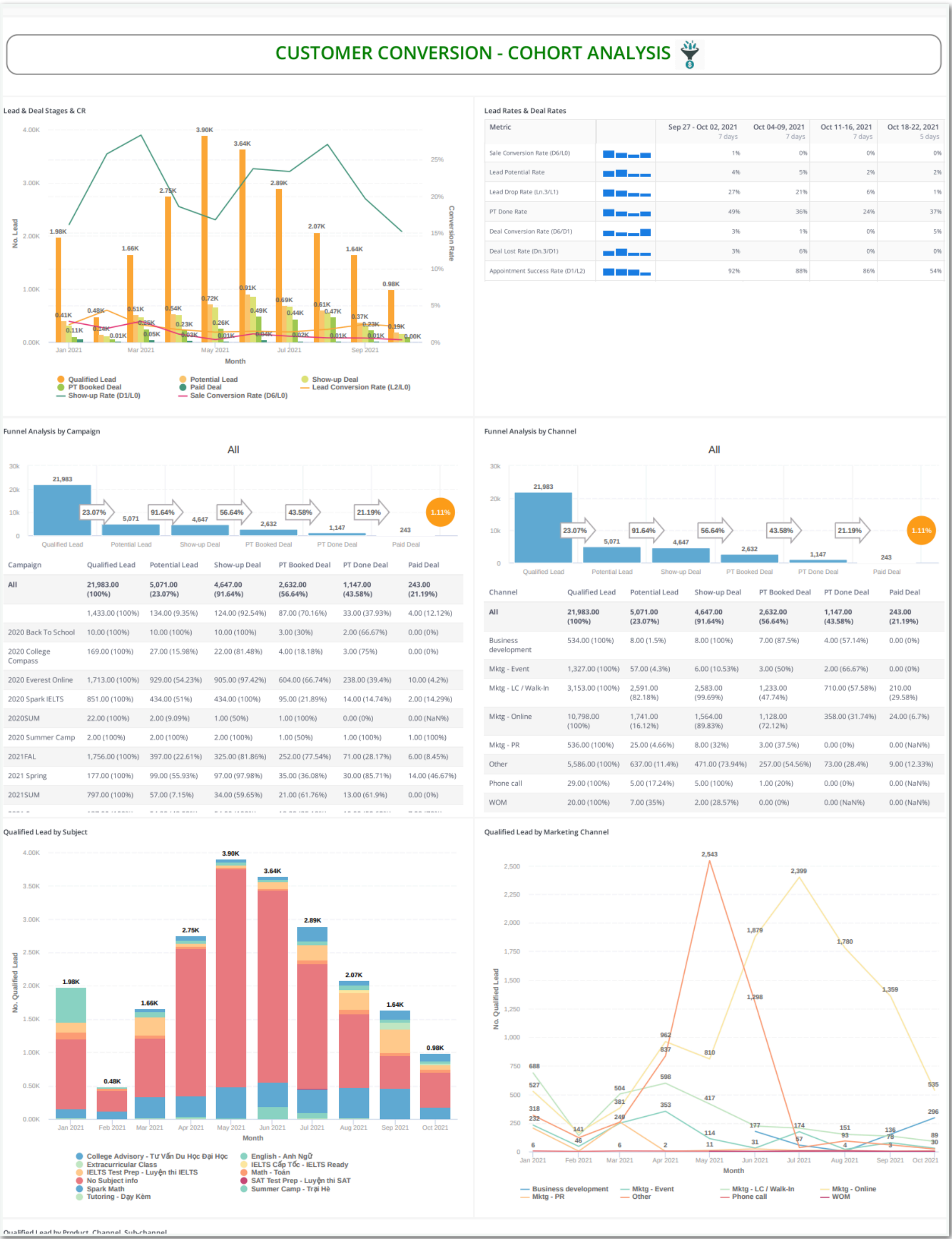
- Marketing & sale performance
- Historical marketing performance
- Financial performance by marketing channel & subject

2. Customer Conversion - Cohort Analysis

3. Marketing Campaign Detail Operation



2. Customer Conversion - Cohort Analysis



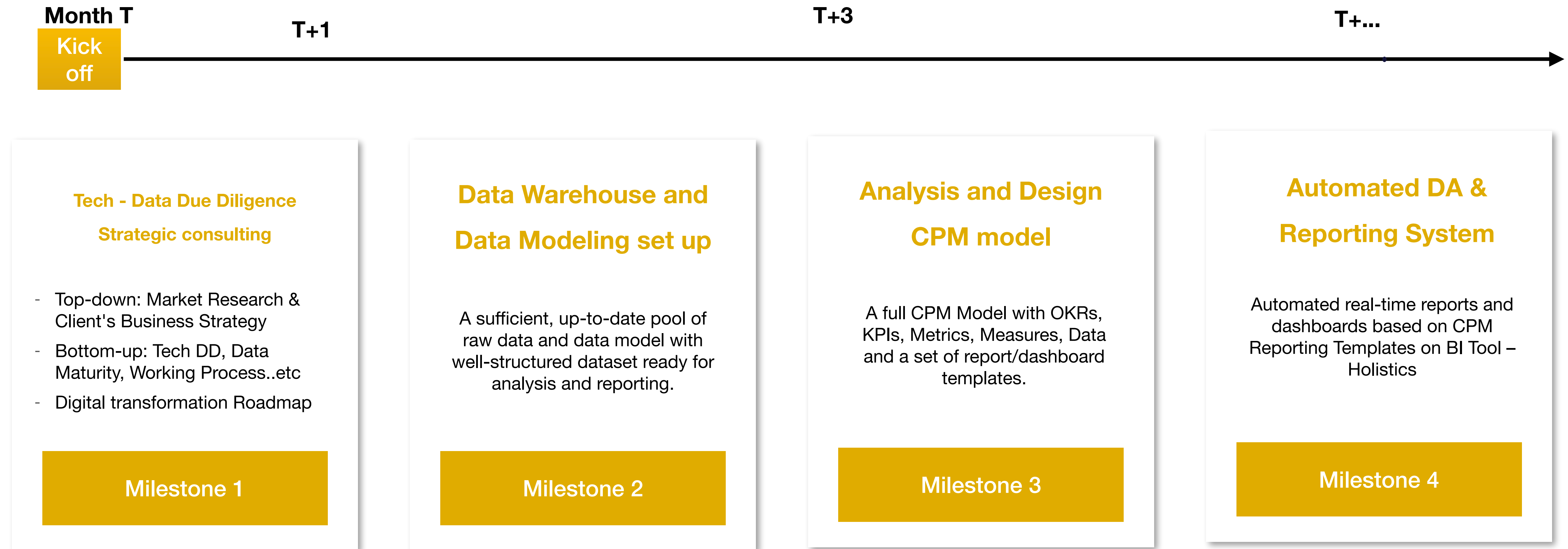


CASE STUDY

EDTECH

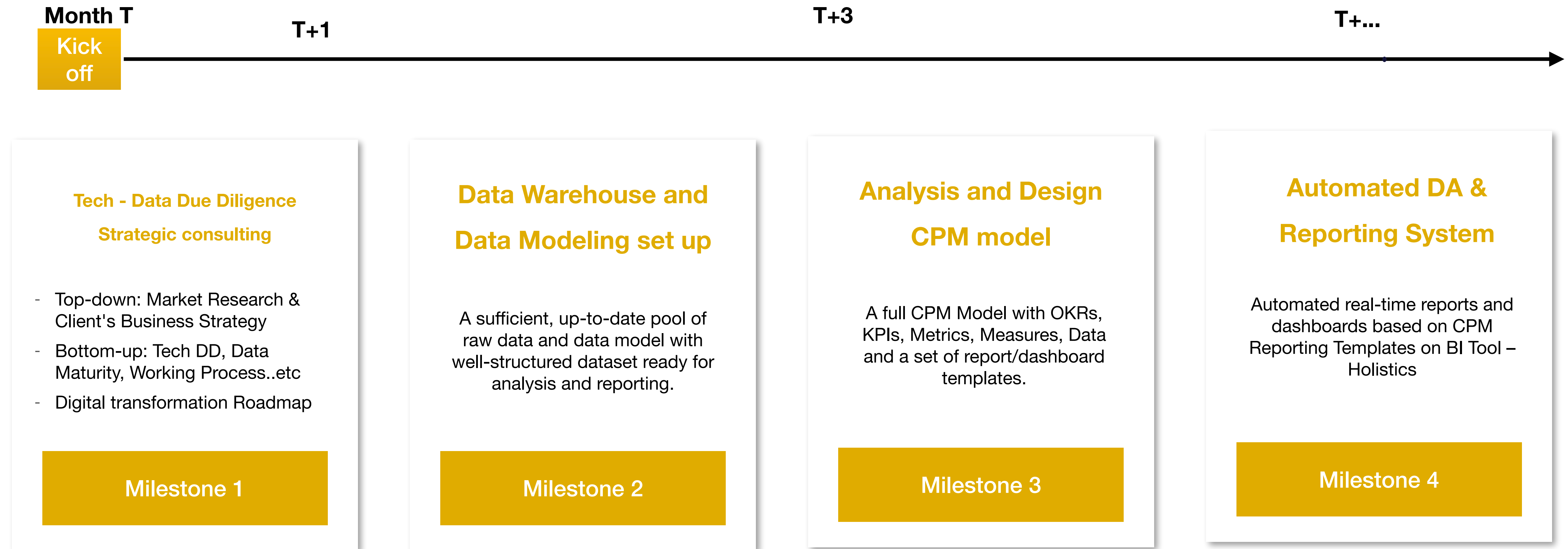


BI PROJECT MILESTONES & DELIVERABLES





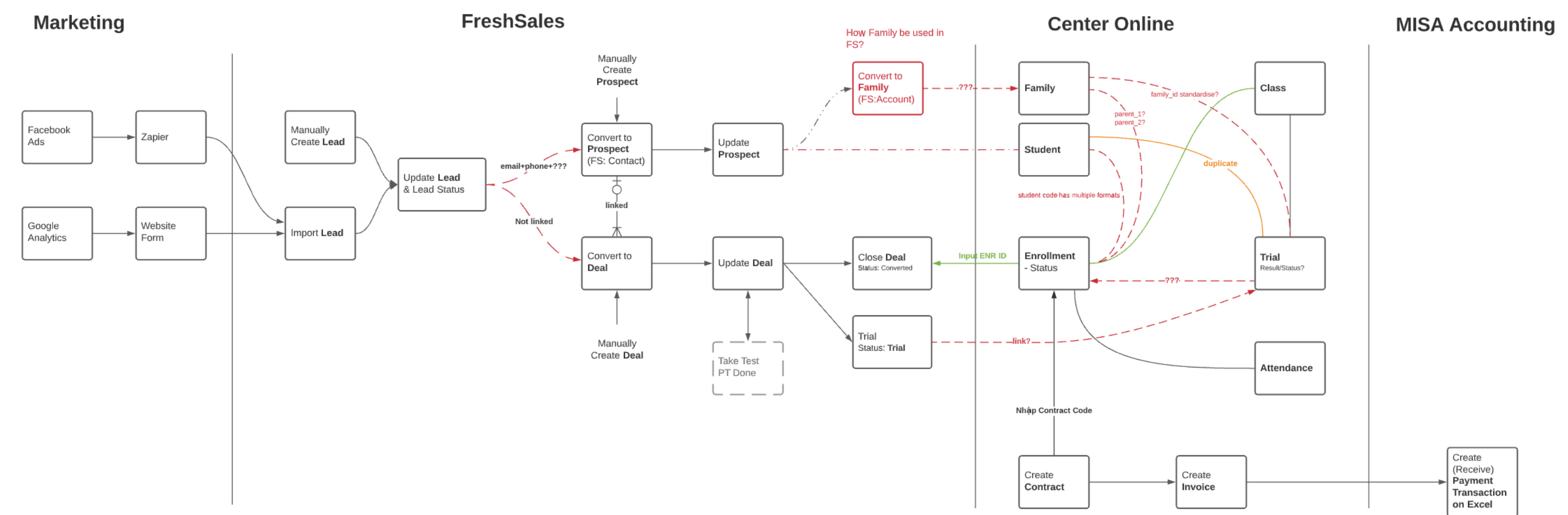
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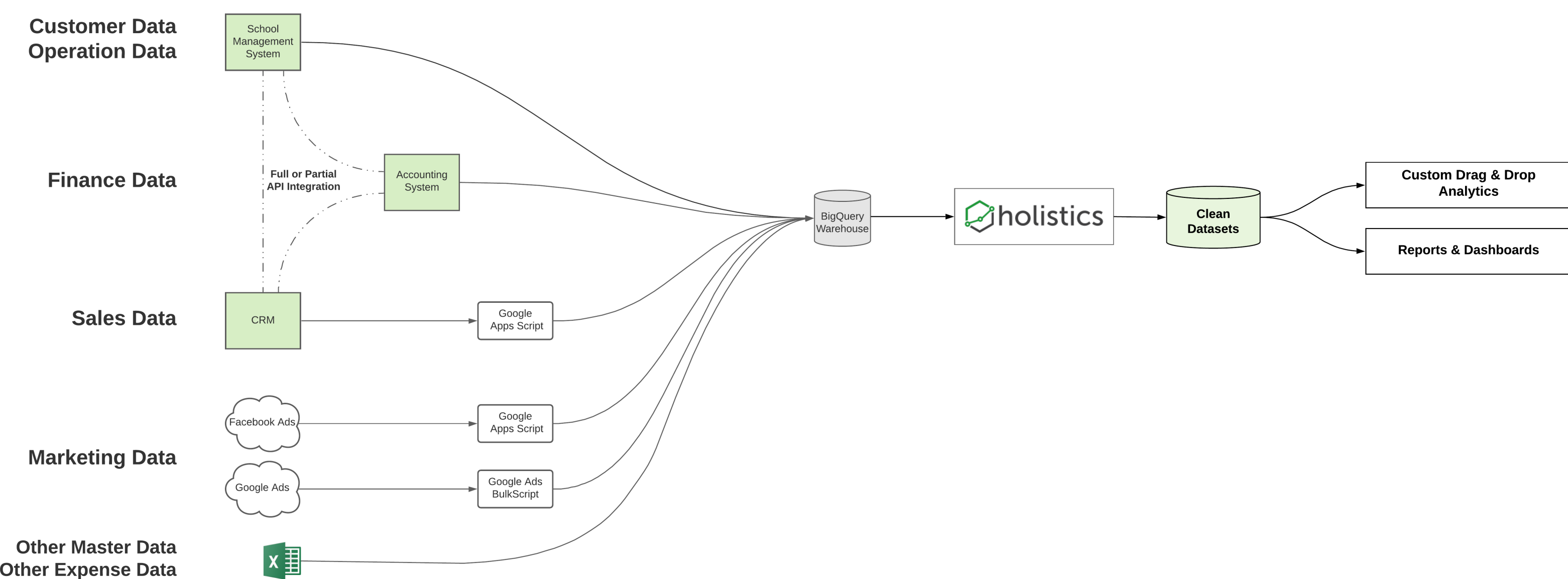


Data classification	1. Datasource	2. Collect data	3. Store data	4. Transform & Standardize	5. Data model	6. Report	7. Analyze	8. AI/ML
Digital marketing Data	FB Ads	Excel		GG Data Studio, Power BI, Excel			N/a	
	GG Ads							
	Excel							
Customer data(cut off)	FS			Power BI				
Enrollment data (cut off)	CO							
Customer Journey (cohort)	FS	Don't have						
Retention data (cohort)	CO							
Promotion Data	CO	Excel		Power BI				
Operation center data (Class, student, Attendance, Family, teacher)	CO, Excel							
Accounting data (revenue, cash collection, receivables, refund)				Excel	Don't have	Excel		
KPI data	Excel	N/a						

Data Pipeline

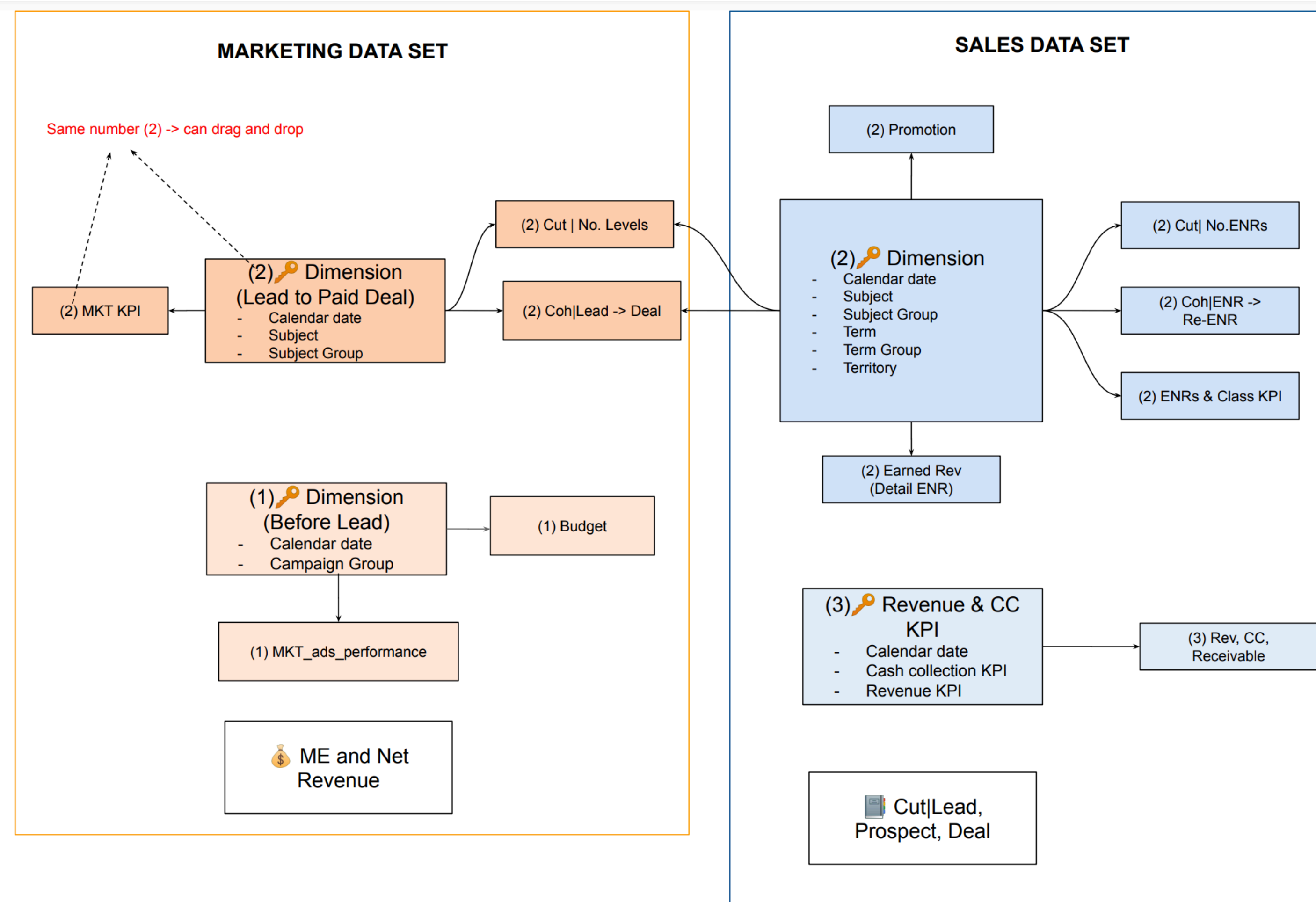


Ideal Data Pipeline



2.3 Milestone 3 - Automated Reporting System Holistics

a. Dataset Sales & Marketing Data



Marketing insight analysis:

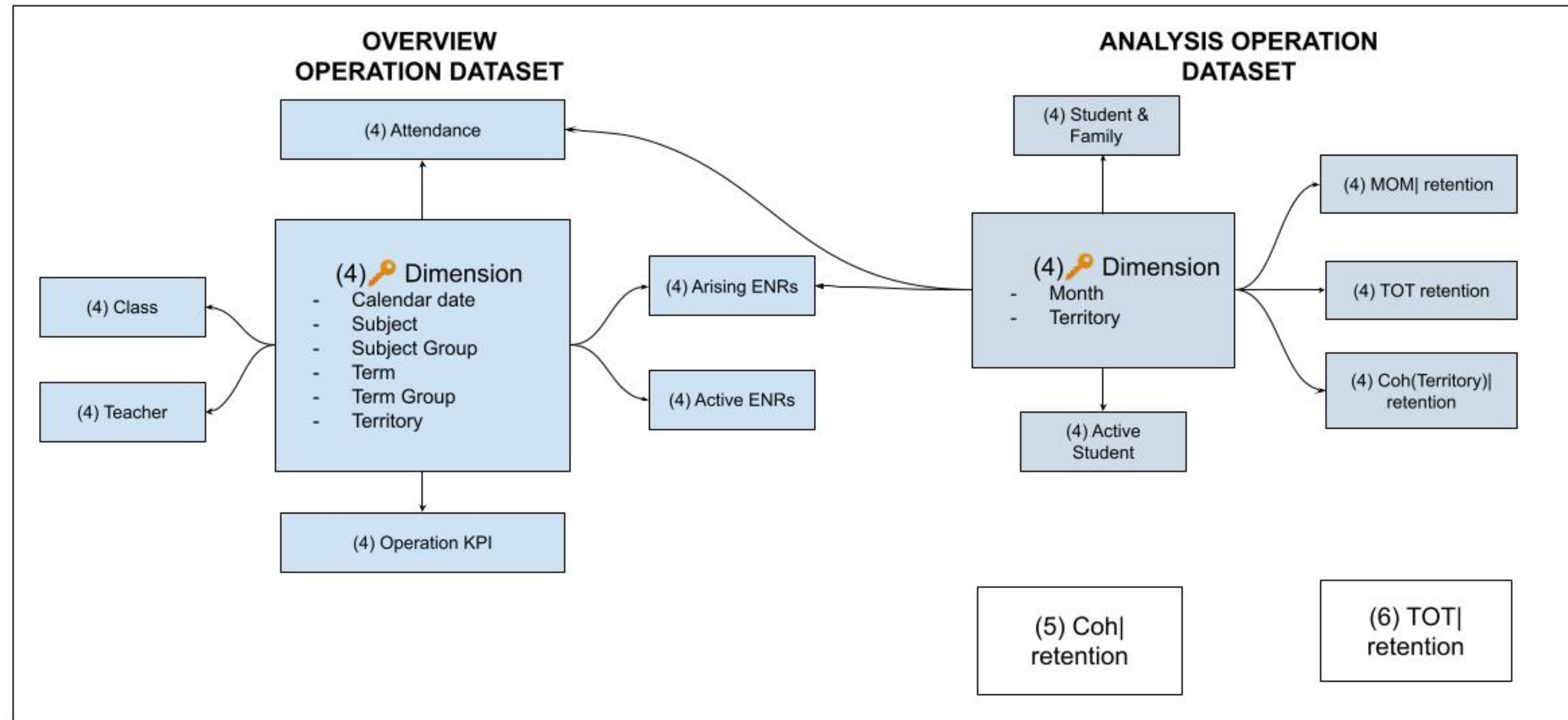
- Tracking lead coming from which marketing channel or campaign
- Separate Digital Marketing cost by channel, campaign--> evaluate financial performance of marketing activities

Sales insight analysis:

- Comparing Sales Conversion Rate between Subject and Product
- Evaluate Program Consultant & Learning Advisor productivity
- Evaluate Student Lifetime cycle based on Student & Enrollment historical data

2.3 Milestone 3 - Automated Reporting System Holistics

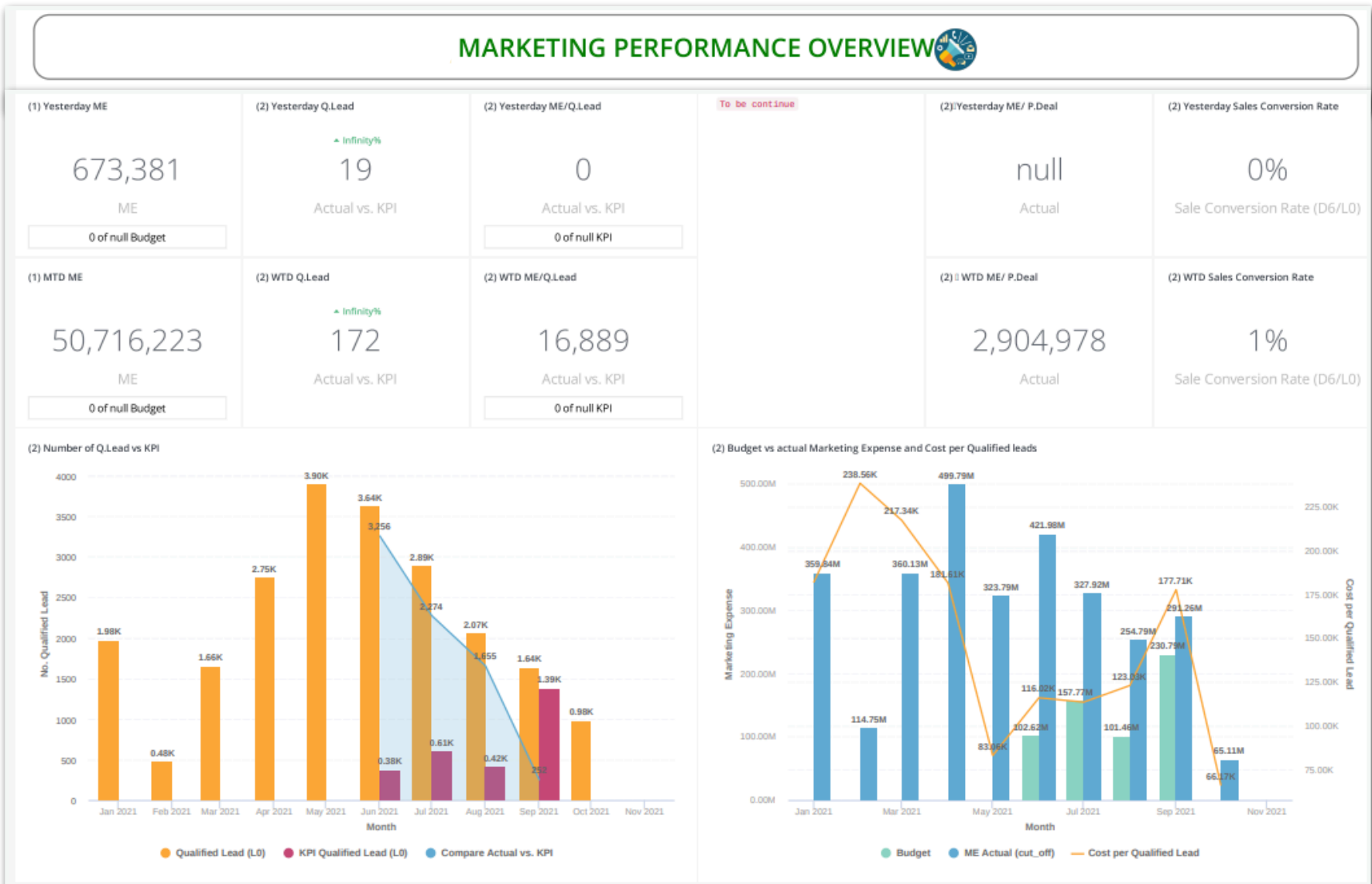
b. Dataset Operation Data



Operation insight analysis:

- Evaluate operational efficiency of sections: enrollments, students, attendance, teacher utilization, family
- Compare ACS, ENR to KPI
- Tracking enrollment retention and student retention by term on term, month on month, cohort

1. Marketing Performance Overview



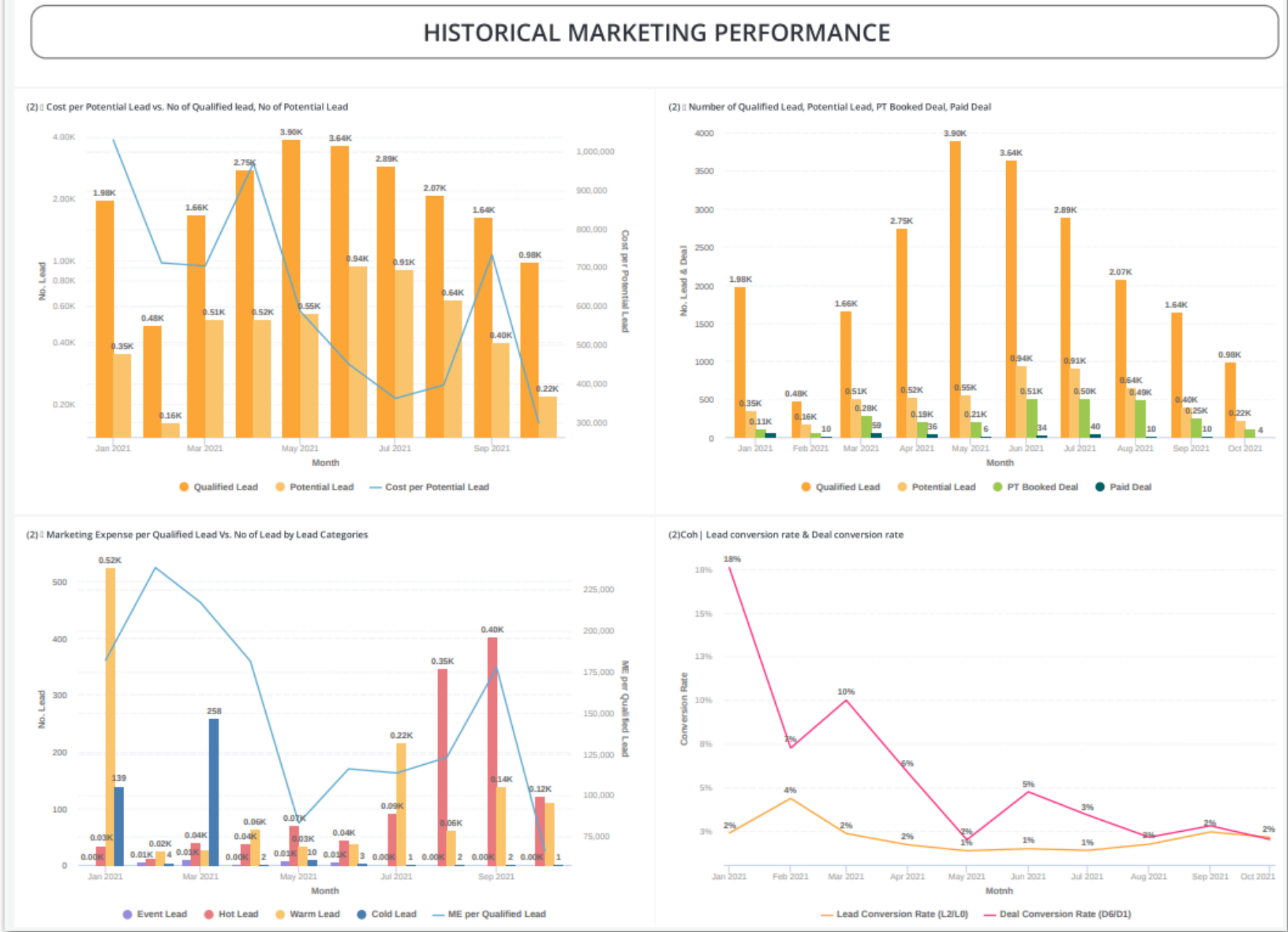
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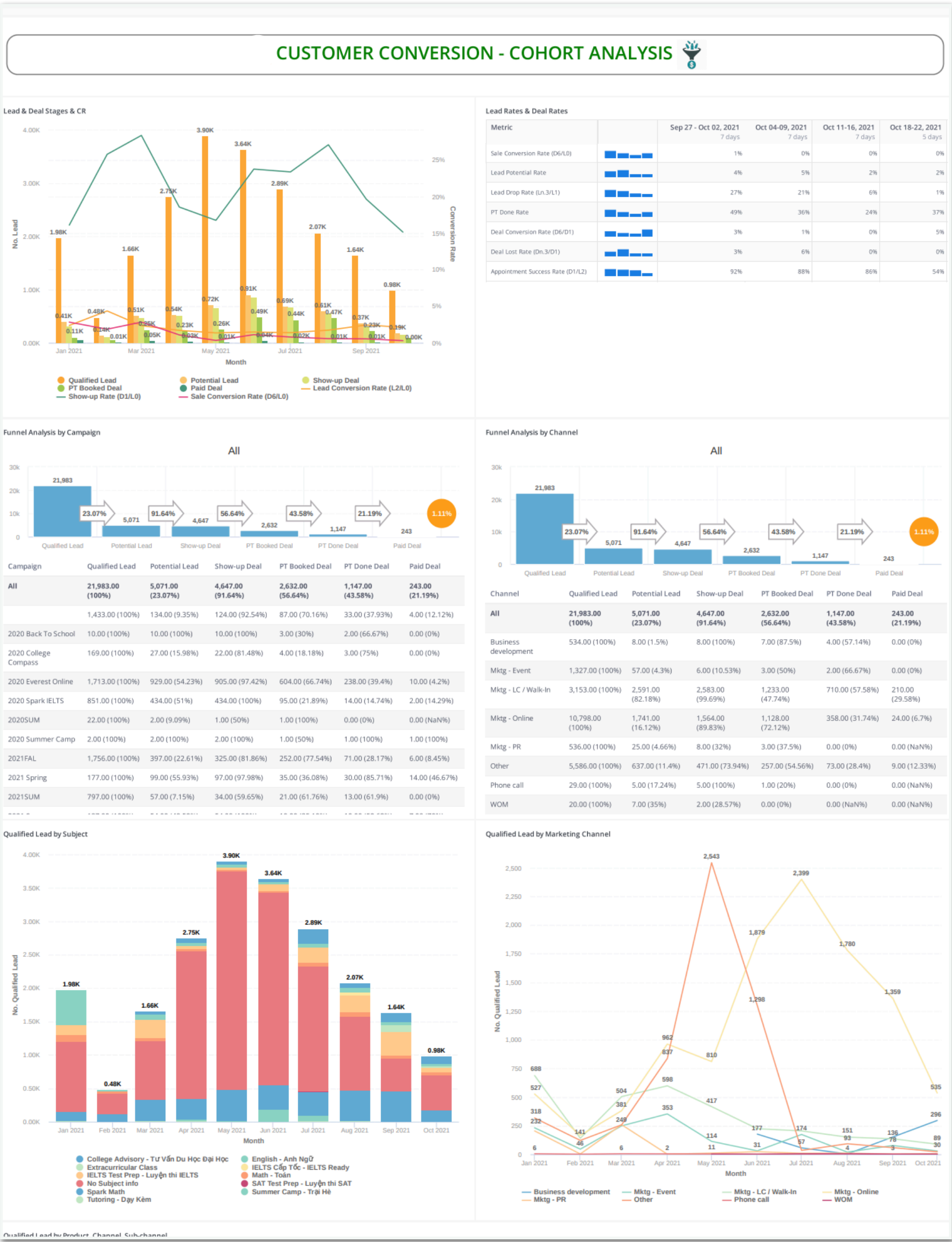
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2. Customer Conversion - Cohort Analysis



CONTACT US

Drop us an email or scan this QR code

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