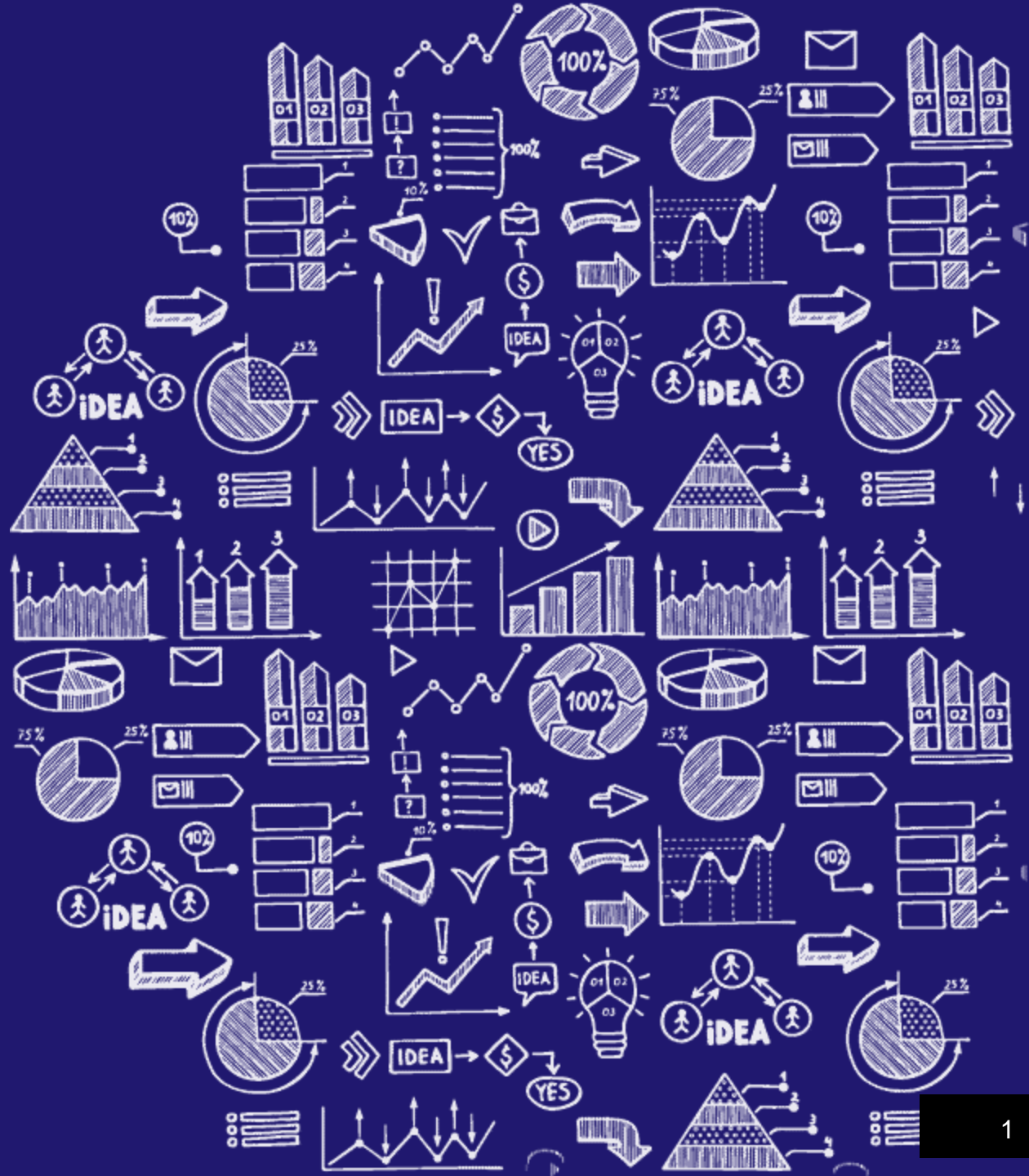


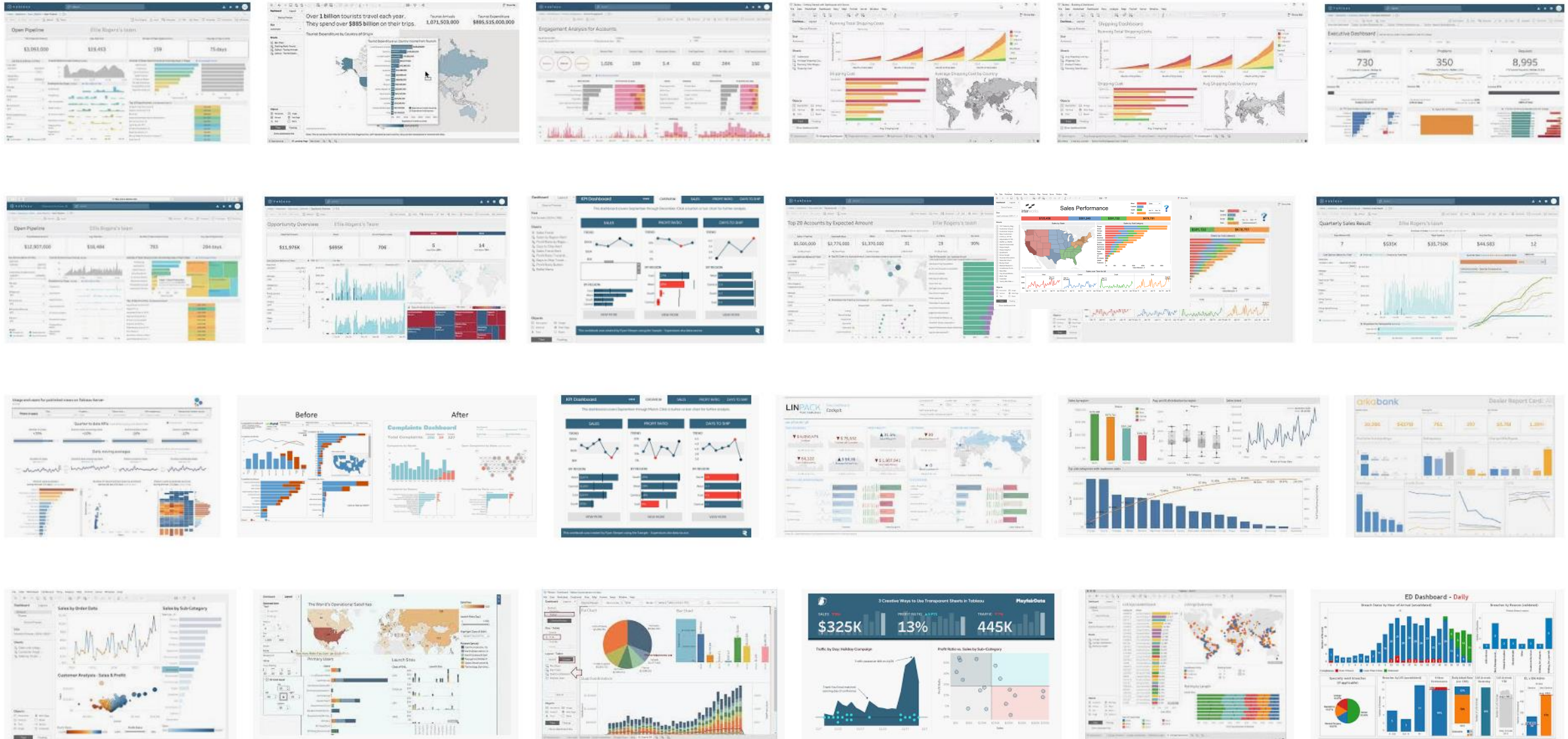
Gramener
Insights as Stories

Insights Tree

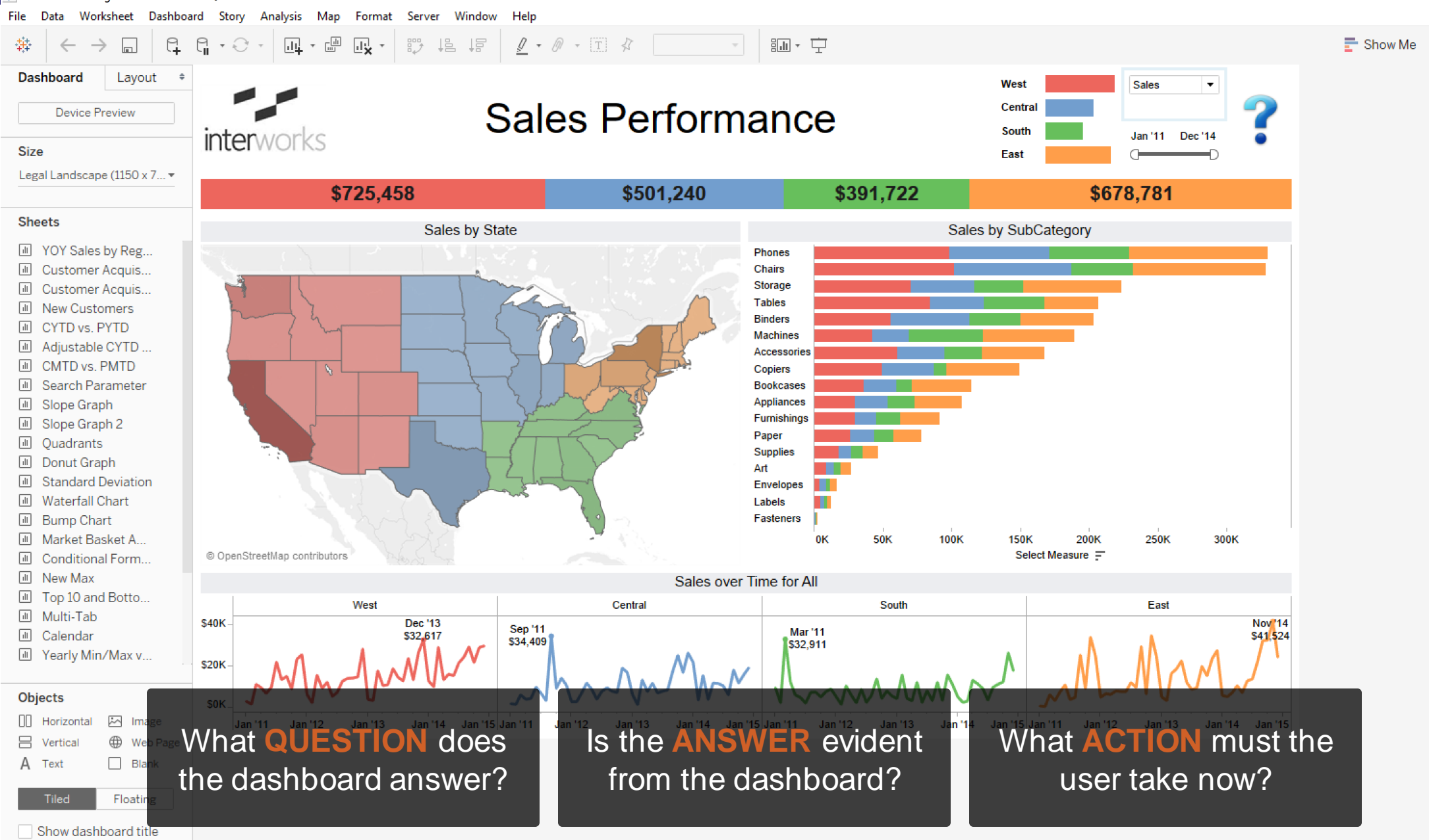
Your personal data guide



Growth of self-service BI has generated lots of dashboards



But “lots” does not always mean “good” or “useful” reports



What **QUESTION** does the dashboard answer?

Is the **ANSWER** evident from the dashboard?

What **ACTION** must the user take now?



Insight Tree: Guided Navigation to 'Areas of concern'

Enable the Data owners with a web report automated to

- Narrate the insights
- Arrange your KPIs to visualize
- Visually guide you to the potential areas of high impact to improve the performance

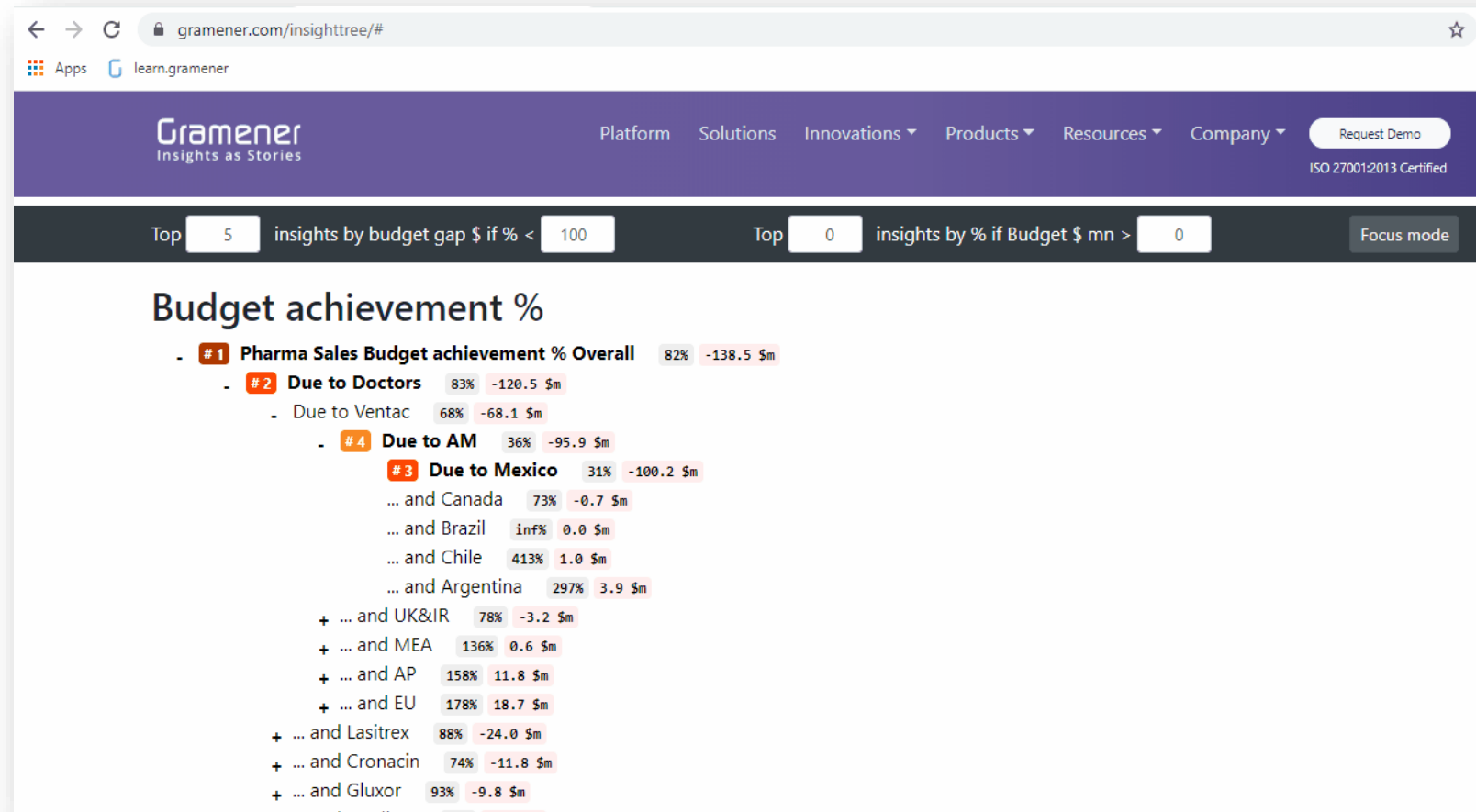
No....

Manual dependency

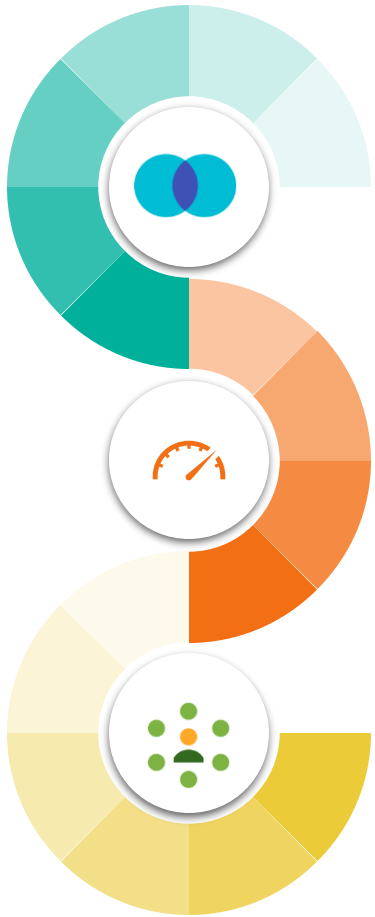
Wait to data upload

Lost insights

Inconsistency in insights



Insight tree: Quick Integration. Easy Consumption.



Embed

Make it a part of your current tool kit without any impact on ease of access

Automate

Data extraction, insights generation, visual cues automated for consistency

Simplify

Simple UI to navigate through layers of data

INSIGHT TREE

 **Development**

1 Month effort to customize the webpage to your data - \$10,000 USD

 **Subscription**

Monthly Subscription - \$1350 USD | Min. 6 month of subscription

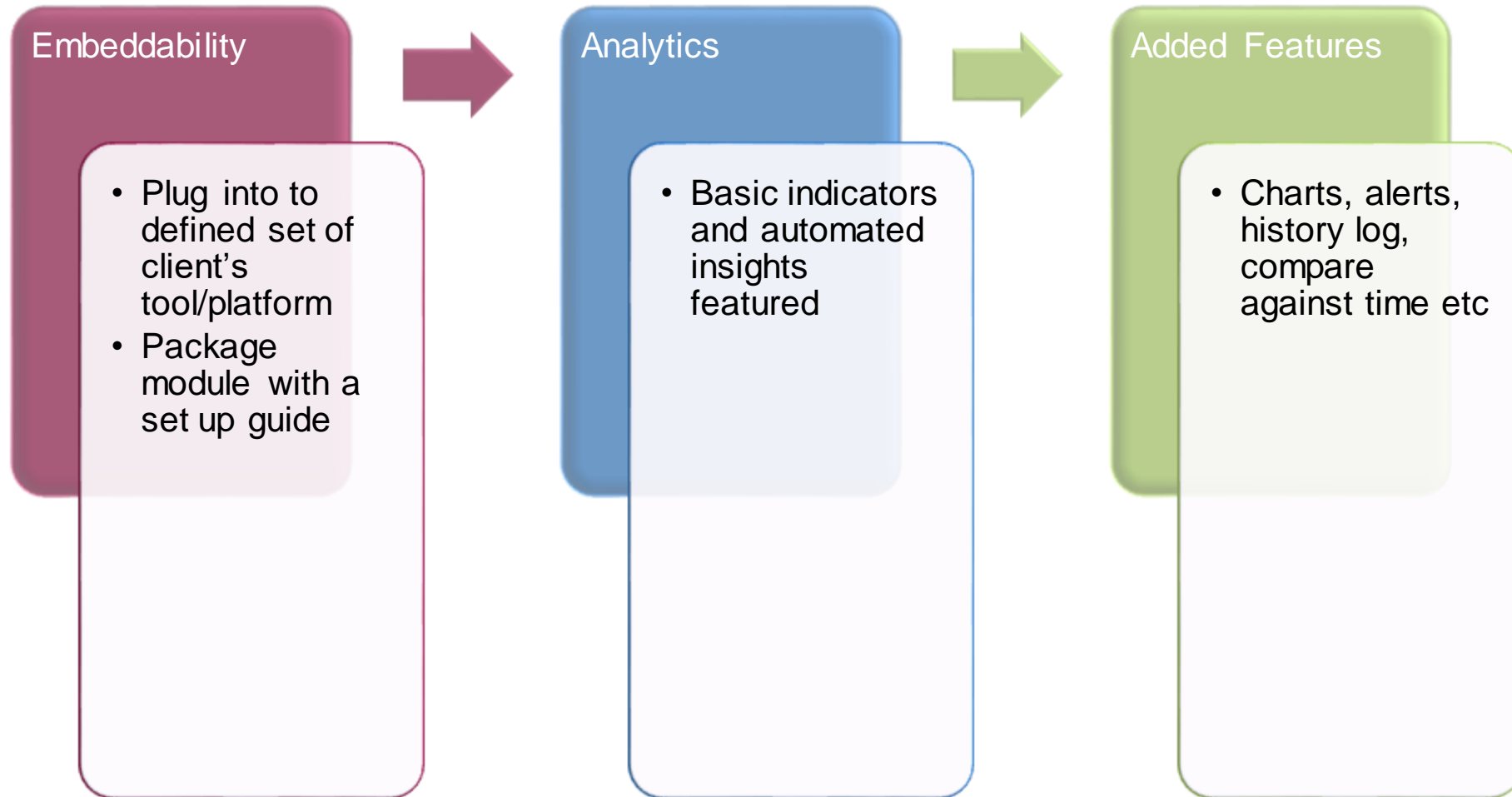
 **Support**

Any support during subscription period for updates, page break will be covered without any additional cost

 **Hosting**

The webpage will be hosted in client environment for data security

Roadmap for Solution before roll out



What is Insights tree?

A new way of exploring data . If you want to slice and dice the data or quickly want to narrow down to find out the root cause of the problem.

Features

- Automated insights.
- Easy navigation & User Experience.
- Narrative Insights & Storytelling View.
- Multifilter capability.
- Hawk eye View.
- Drilldown capability.

Audience for Insight tree

CFO	<ul style="list-style-type: none">• Incomplete Insights.• Holistic View.
Finance Manager	<ul style="list-style-type: none">• Review time is high.• Root cause of the problem.
Finance Consultant/Analyst	<ul style="list-style-type: none">• Effort intensive.• Takes long time.

System Integration Company identified \$25 m cost savings by Insights Tree

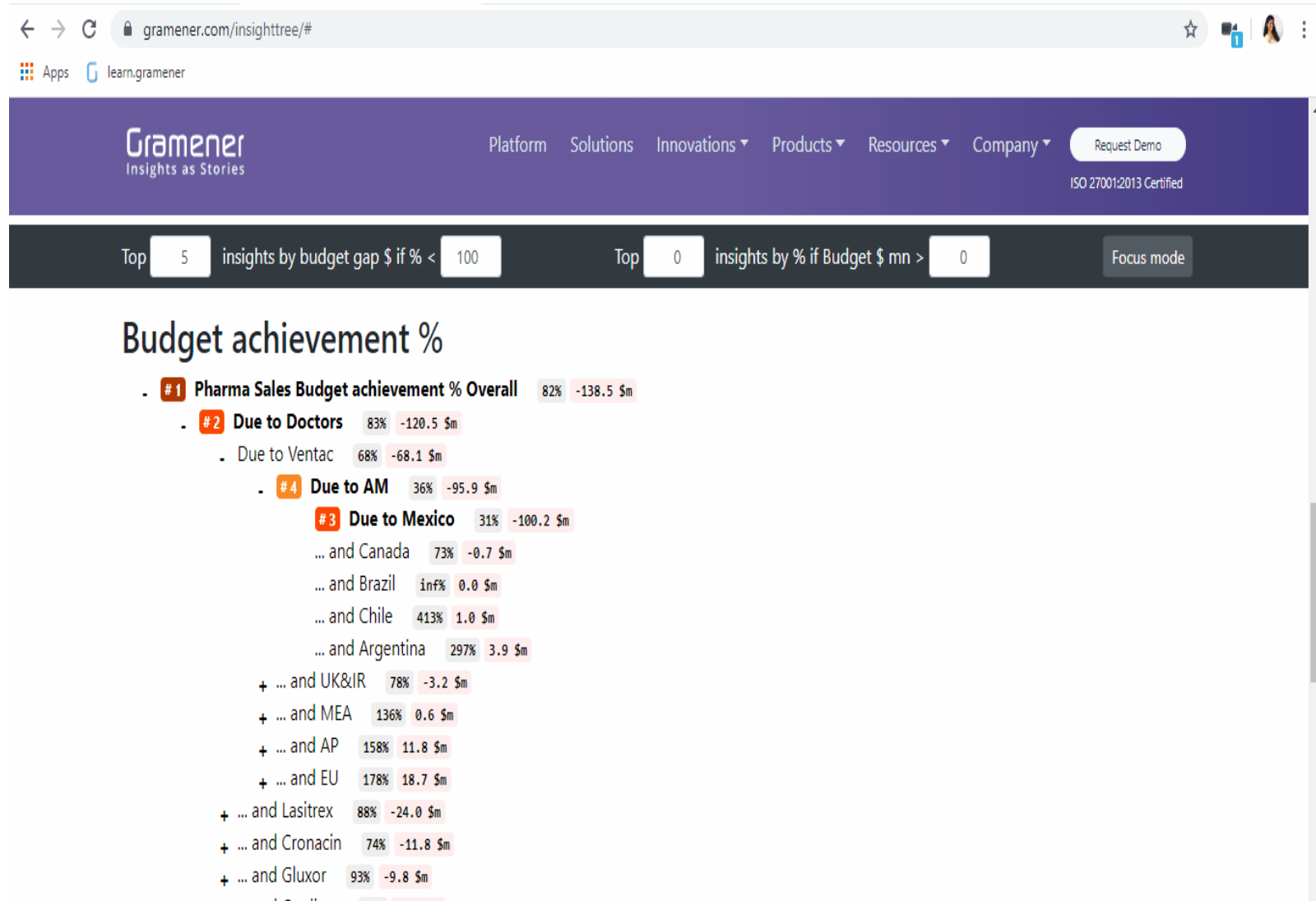
A leading Japanese multi-national System Integration company is identifying the areas of concern for financial metrics at various levels to highlight the actual cause of concern.

The insight's creation approach used has a *high chance of human error* which leads to incorrect Performance numbers & hence can be misleading to the Management & Regional teams.

Huge manual effort and time was involved for this repetitive monthly activity.

Gramener built an *automated insight solution*, by using Business & Technical logics, which gives the users a hawk-eye view of the actual cause of concern and take necessary actions.

It also helps the client reduce *significant amount of human effort & time* by automating the entire process involved, from Data capture till Automated Insights Generation



\$25 m

savings potential identified annually

20%

Yearly Effort Saved



SEE LIVE DEMO

Industry Specific Use Cases

Sr.No	Use Case	Industry	Performance Metric
1.	Financial Insights – How Financial metrics perform at various level like entity , service, region & country etc.	IT/ITES/NTT	Metrics like revenue, cost, Gp,Gm have been performing against budget at a QOQ & YOY level.
2.	Sale of product mix across various levels like region, country, channel, brand etc.	FMCG/P&G	Metrics like volume, value sales, value share have been performing against budget/Competitors at QOQ & YOY level .
3.	Sale of Pharma product at various levels like category, region, country, channels etc.	PHARMA	Metrics like revenue, cost ,volume have been performing against budget/competitors at QOQ & YOY level
4.	Sale of insurance products across various levels like region, zone , segment , products etc.	BFSI/ABSLI	Metrics like FYP , NOP have been performing against target at different stages like introduction, completion etc.

Subscription Model – Web based Insights Index

P&G is keen to understand the insights from the customer texts & product reviews across markets to learn the customer reviews

Objective: Insight Index

Web Based Explorable Narratives which provides highlight of the topics, sentiments and associated insights for the provided data

Assumptions

- The data is regularly updated in defined format (frequency)
- Output Formats are pre-determined (web- based)
- Input data format, data duration is defined (report format)

Pricing

- USD 15000 monthly + 40 hours of consulting monthly at USD 2000 (optional)
- Minimum subscription: 3 months
- Renewal: Quarterly

Subscription component

- Consulting & Design Ideation for the first 1st month
- Data update for the subscribed period
- Deployment in client environment
- Automated alerts
- Feedback incorporation, Bug fixes and maintenance
- Any new design, change of objective post initial 3 months will require minimum 1 month of consulting component

Subscription Model – Power Bi Services (Option 1)

Objective: ABC is keen to understand the engage Gramener to create Data Insights on Power BI for their monthly sales and marketing performance reviews

Insight Stories on Power BI

Create insights on Power Bi for relevant KPIs for performance Measurement

Assumptions

- The data is regularly updated in defined format (frequency)
- Output KPIs are pre-determined
- 5-6 KPIs will be part of single power Bi report

All the predefined factors will be determined in the first 2 weeks of the engagement

Pricing

- Price per KPI: USD 500 per month
- Minimum subscription: 3 months
- Quarterly renewal
- Post 3rd month, every 15 KPIs, will be billed at USD 6000 per month

Subscription component

- Suitable selection of representation for the KPI
- Layout planning & design aspects
- Data modification, integration
- Automated alerts
- Feedback incorporation, Bug fixes and maintenance

Subscription Model – Power Bi Services (Option 2)

Objective: ABC is keen to understand the engage Gramener to create Data Insights on Power BI for their monthly sales and marketing performance reviews

Insight Stories on Power BI

Create insights on Power Bi for relevant KPIs for performance Measurement

Assumptions

- The data is regularly updated in defined format (frequency)
- Output KPIs are pre-determined
- 5-6 KPIs will be part of single power Bi report

All the predefined factors will be determined in the first 2 weeks of the engagement

Pricing

- USD 12500 monthly
- Minimum subscription: 3 months
- Post 3 months: USD 10,000 per month + 40 hours of consulting monthly at USD 2000 (optional)

Subscription component

- Consulting & Design Ideation for the first 1st month
- Data update for the subscribed period
- Deployment in client environment
- Automated notification
- Feedback incorporation, Bug fixes and maintenance
- Any new design, change of objective post initial 3 months will require minimum 1 month of consulting component

THANK YOU