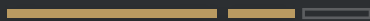


GLOBAL BRAND HEALTH PERFORMANCE MONITORING SYSTEM



THE CLIENT PROBLEM

Our client, a **leading alcohol beverage major**, used **different data sources from multiple agencies to create a customised brand report** that was standardized across markets. They wanted to **build a global brand health & performance monitoring dashboard** to track their brands. As the data was being supplied by multiple agencies, our client wanted to move all the tasks of **collating and harmonizing data, creating a warehouse, building and maintaining a visually appealing dashboard** to a single vendor.

THE AQ SOLUTION



AQ HAD INITIALLY HELPED THE CLIENT HARMONIZE ONE PART OF THEIR EXISTING DATABASE FOR THEIR CURRENT DASHBOARD



AQ REPLACED THE EXTERNAL VENDOR AND PROVIDED AN END TO END SOLUTION BY:

Collating data from multiple agencies and setting up a data warehouse with cross market data.

Setting up an automated data management system for warehouse and dashboard maintenance and enhancements.

Developing a visually appealing new dashboard specific to the client's needs on Tableau.

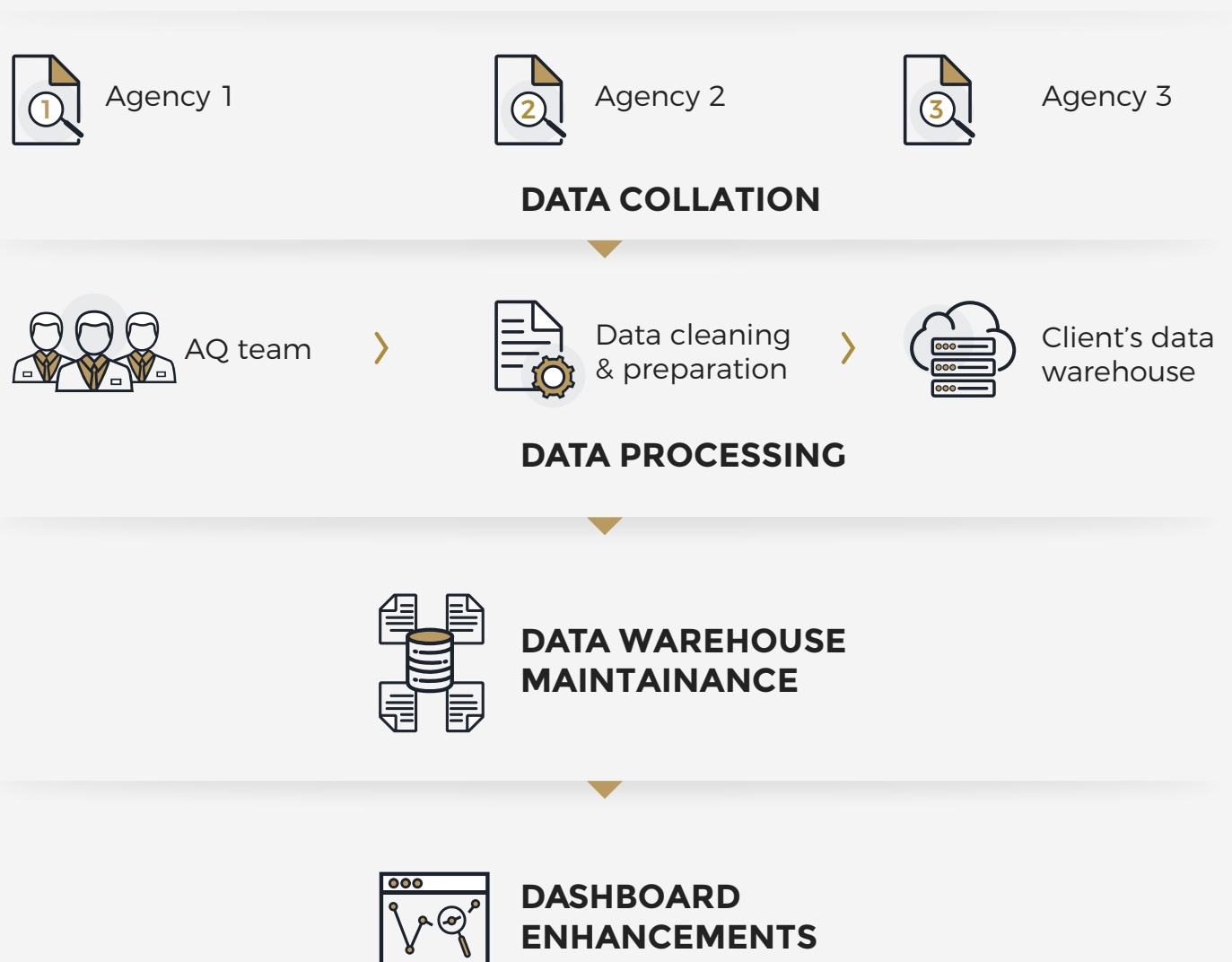
THE CLIENT BENEFIT

AQ provided expertise to process, manage and store a huge quantum of disparate data from various sources.

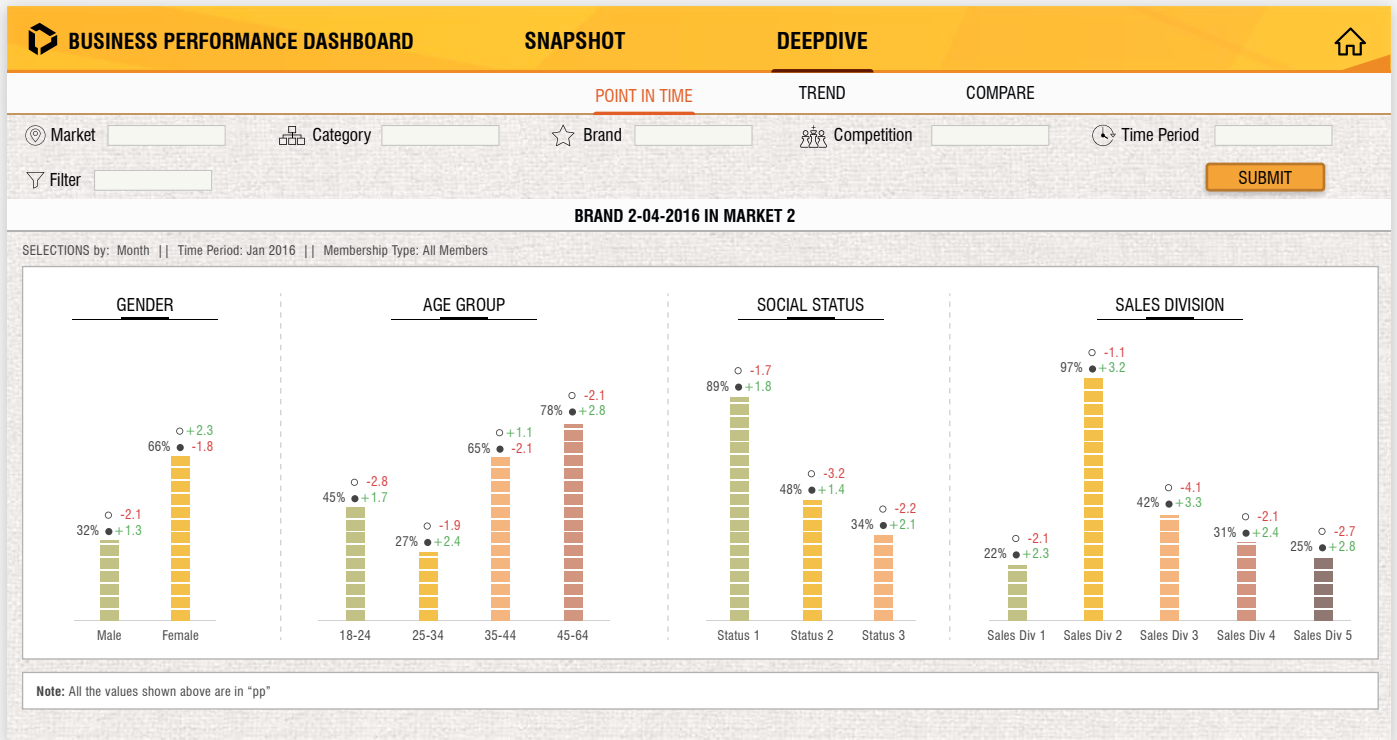
The Tableau dashboard met the needs of different users through a single platform, helping our clients analyse data and draw insights from critical KPI's.

The dashboard and subsequent training that we provided, helped our client develop visual dashboards in Tableau by themselves.

KEY PROCESS AND OUTPUTS



A SCREEN FROM THE VISUALLY ENHANCED DASHBOARD IN TABLEAU



Thank You

For any queries, get in touch with us.

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