

CASE STUDY

ONLINE DASHBOARD FOR A REGIONAL BUSINESS GROUP OPERATING ACROSS THE MENA REGION

How we implemented a comprehensive single-view visualisation to monitor and improve relevant KPIs.



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The client is a prominent conglomerate in the Middle East. The group operates dozens of different business units across the region, each one with its own online and social media presence. The client was looking for an online dashboard which could showcase their most important KPIs in a meaningful, insightful and visually appealing manner.

This information had to be drawn from multiple platforms and stored in an online database. It was to be filtered and separated based on the different entities, their locations and other factors. Access to this information also had to be restricted and allocated based on the user's department and role within the organisation.

KEY ACHIEVEMENTS



Data acquisition from multiple online sources



Attractive and consolidated dashboard



Custom branding throughout



Complex multi-level user-access

THE CLIENT

A major business group in the Middle East, the client is a holding company for multiple profit centers operating with unique digital properties & associated social media channels. With a reputation for being dynamic and visionary, the group has displayed remarkable evolution and growth over the last two decades. The client believes that adopting a tool that provides continuous monitoring of its business and customer behaviour across multiple platforms is pertinent to continuing this momentum into the digital century.

KEY REQUIREMENTS

- **Data acquisition and visualisation from multiple platforms and digital sources - the brand website, mobile app, Facebook, Twitter, Instagram and the in-house operational metrics stored in a cloud database.**
- **Data to be acquired regarding different business unit, each with its own website as well as social media handles.**
- **Complex user access levels:-**
 - user access at the department level
 - user access at the entity level
 - central admin team with all-view access

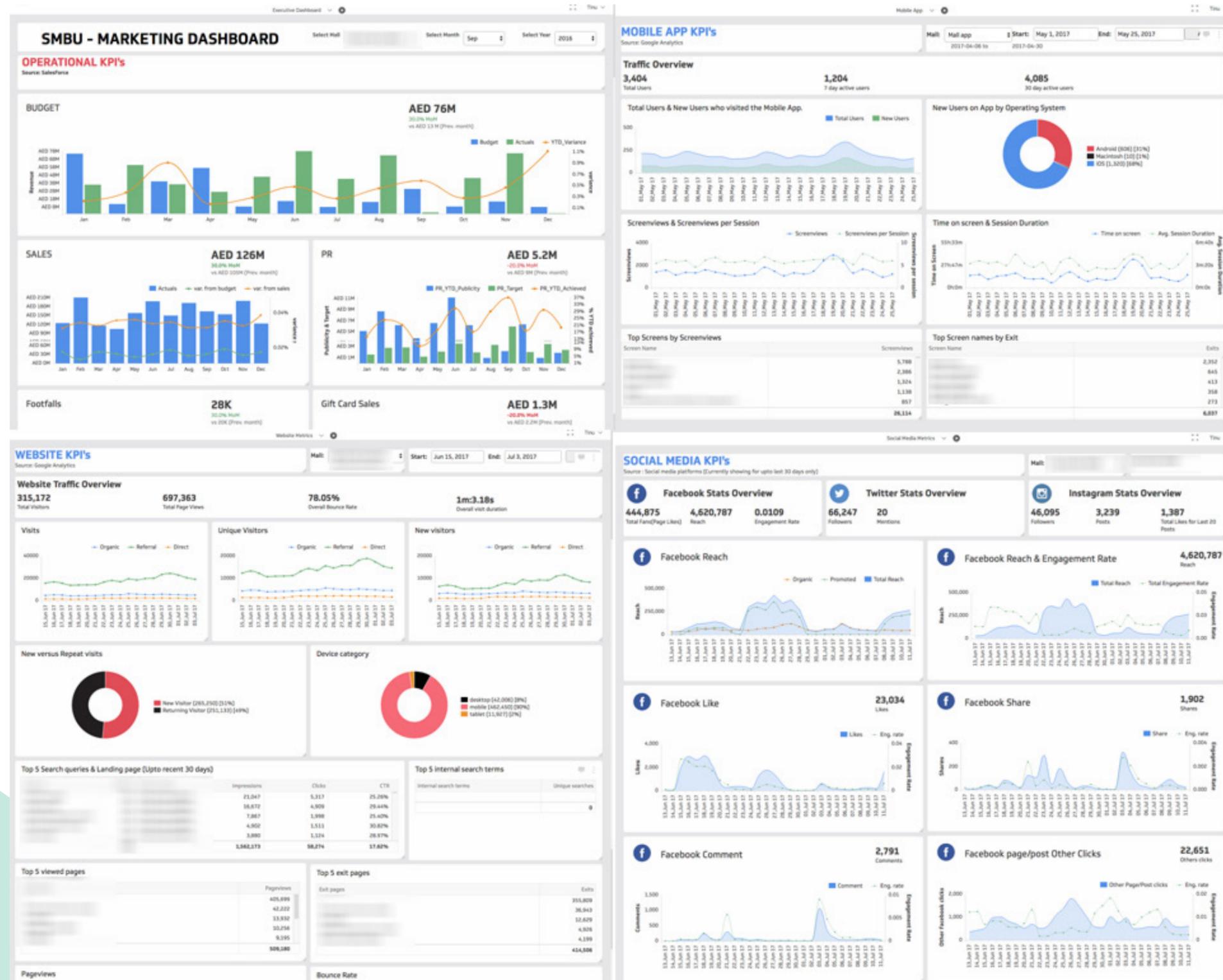


OUR EXECUTION

- 1 As a first step, we worked with the client to learn about their business objectives and what their stakeholders were looking to achieve. This helped us select the KPIs to be visualised on the dashboard.
- 2 Following this, multiple vendors (like Google Data Studio, Microsoft BI, Tableau & Cyfe) that provide interactive, self-service business intelligence visualizations were considered and evaluated. They were judged based on a range of factors - easy to scale, multiple data source connections, API connections, complex user access authorisations, pricing, maintenance, and licensing. Klipfolio was found to be the most feature-filled and appropriate to the client's objectives.
- 3 We zeroed in on the most relevant and appropriate data sources. Then, we coded REST API queries to fetch data from these multiple sources and used the XML & JSON output formats to connect with the Klipfolio interface.
- 4 We used Klipfolio's inbuilt calculation functions to manipulate and visualise the data in a form that was relevant to monitoring the client's business objectives.
- 5 We built frameworks and customised designs that incorporated the client's unique branding and effectively exploited klipfolio functionalities like date picker and drop-down options to monitor their objectives.
- 6 For offline reporting, different outputs like PDF were reviewed and implemented.

THE DASHBOARD

The Klipfolio dashboard - custom-designed to monitor distinct and relevant factors, and presented in an engaging, actionable and insightful manner.





THE SOLUTION

A BEAUTIFUL, INSIGHTFUL & FEATURE-FILLED CLOUD-BASED DASHBOARD, CUSTOMISABLE TO REAL-TIME BUSINESS NEEDS

- A cloud-based dashboard that is able to effectively collate information from multiple dynamic data sources and present it in a visually attractive and informative format.
- This data, about all entities, is collected and manipulated to cater to the client's individual business objectives.
- Klipfolio's in-built self-service functions are engaged to help the client filter the enormous sets of data as per real-time business needs.
- Custom branding (theme and logo) is implemented throughout the dashboard.
- Complex user-level access and authorisation by department, business unit and region.

KEY TAKEAWAYS

- 1 The limitations of using data from social media channels for analytics.
- 2 The importance of the flow between the elements in a dashboard.
- 3 The importance of in-house storage of metrics for future data science activities.
- 4 Does your business need in-house storage of analytics data?



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