



Business Intelligence Platform, Self Service Analytics

BizAcuity



About the Client

The Client is the Europe's biggest online lottery provider for customers across UK, Europe and Americas.



The Challenge

The client runs its online lottery platform with multiple disparate systems. This includes marketing automation & email marketing system, a web analytics application, an affiliate management software and multichannel payment system.

The decision support system required consolidation of information across these applications which resulted in sub optimal allocation of resources and eventual delay in decision making. The client was looking for process improvement and realization of better ROI through Business Intelligence solution.

The Approach

A structured framework was developed comprising of the followings:

- ✓ A BI strategy was developed including Discovery, Infrastructure Architecture & high level Implementation Plan.
- ✓ The tool evaluation phase included offering business users with an agile, intuitive and scalable interface. The tool was a combination of enterprise & open source BI technology stack complementing client's IT infrastructure.
- ✓ The implementation phase included design of a Data Warehouse, development of an ETL architecture and automation with industry specific Reporting & Analytics.

The Outcome

- ✓ A single point of truth across the business enabled the key decision makers for quick and timely decision making.
- ✓ This resulted in a BI layer with four core areas such as Product-Customer-Campaign-Web Insight with an integrated view of data from core lottery, marketing, web-analytics and payment systems. This enabled business users to traverse through the data with few mouse clicks.
- ✓ A set of Dashboards & Analytical Reports were developed and deployed to facilitate better reporting mechanism for client.
- ✓ Ad hoc reporting capabilities allowed business users to create custom reports on their own thus reducing dependency on IT time and cost of report development.
- ✓ Had a complete BI infrastructure conceptualized, developed and deployed in 12-14 weeks time with least investment.

**Do you want to empower your
decision makers?**

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