

I – Infrastructure

D – Diagnosis

O – Optimization

P – Prognosis



# PLUMBING 101, is your Data Infrastructure ready for Analytics?

---

**ProCogia helped an E-Commerce startup institutionalize their decision mechanism by building the complete infrastructure from scratch**

By Paramjit S. and Peter D.

---

## SCENARIO

The client is an E-Commerce startup which approached ProCogia to help them with Business Intelligence solutions that would enable them in decision making and improving business productivity.

## KEY OBJECTIVES

Choose the right BI solution driven by ease of implementation & the business impact it creates

## METHODOLOGY

**ProCogia** had following activities in mind when putting the BI Infrastructure in place –

- **Data Sourcing** – Extract information from documents, databases, images, media files and web pages
- **Data Quality Management** – Data Audit, Cleansing & Profiling, Outlier Detection & Aberration Monitoring

## I – Infrastructure

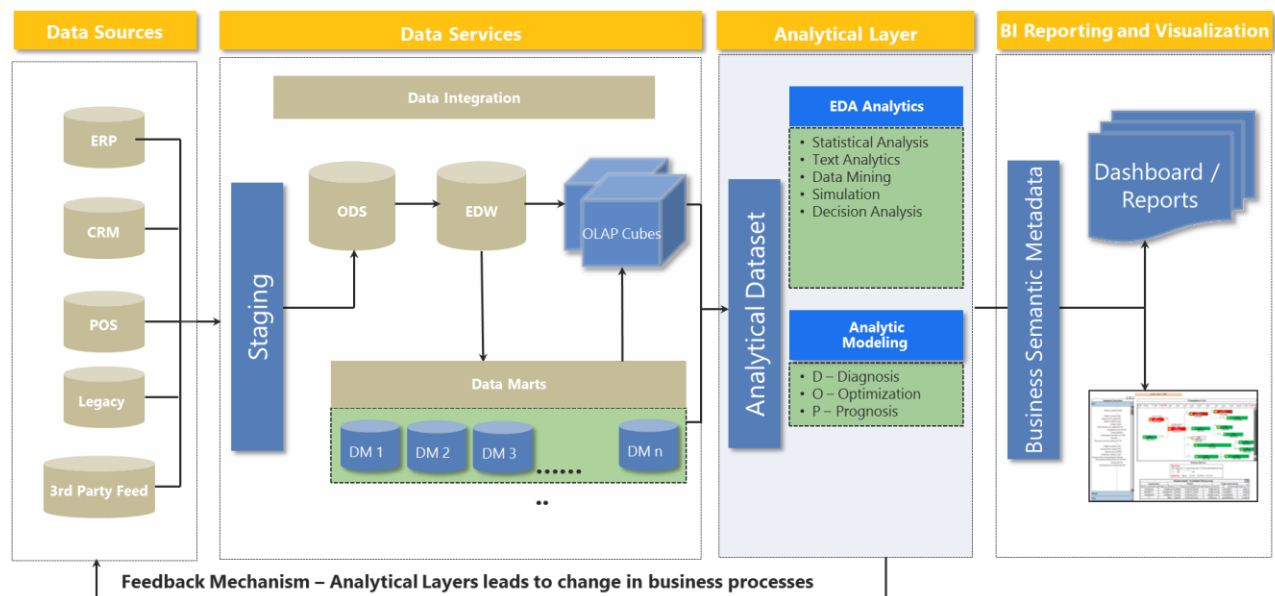
D – Diagnosis

O – Optimization

P – Prognosis



- **Data Analysis** – Synthesize useful knowledge using data mining, text understanding & image analysis
- **Situation Analysis** – Link the useful facts and inferences and filtering out irrelevant information
- **Advanced Analytics** – Identify reasonable decisions based on simulations, modelling & forecasting
- **Decision Support** – Employ semi-interactive software to identify good decisions and strategies



## RESULT

**ProCogia** helped in putting up an infrastructure that provides relevant, actionable and accurate information in a timely fashion to enable data driven decision-making and improvements in business performance by supporting key company strategies –

- Increasing Revenue
- Reducing Costs
- Identification and mitigation of various risks
- Driving Innovation
- Agility in the marketplace