

Case Study

Business Intelligence & Augmented Analytics

Augmented Analytics for Leading Rural Fintech Company in India



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Client

The Client is one of the largest Rural Fintech companies in India with more than 700,000 Rural Entrepreneurs and services to benefit 100 million consumers. The Client business is currently growing at 150% year over year with a transformative impact on digital, financial, and e-retail services across rural and semi-urban regions.

The Objective

The Client team is challenged to maintain data integrity and organize workflow, given the number of agents and customers it manages on a daily basis and the fact that transactional data is growing in volume and complexity. The Client objective is to effectively manage data, provide clarity, reporting and timely reaction.

The Client has a Business Intelligence division focused on selecting a self-serve, user-friendly solution to consolidate the data spread across various databases as well as Google sheets and Excel spreadsheets.

The Client team wishes to automate and validate daily report generation for trend analysis and critical alerts.

Challenges

- Data consolidation and data quality
- Bring all types of data into one environment
- Consolidate data volume for use in one set of reports
- Ensure appropriate report rendering performance and optimization
- Data source transfer
- Dependency on manually prepared Google sheets and Excel data
- Connecting and identifying the root causes based on KPIs
- Providing a platform for users to receive reports in a single environment
- Eliminate the need for skilled staff to manage and develop BI solution
- Current environment of more tables, and less visual representation

To overcome these challenges, the Client wanted a powerful analytical solution built on industry-standard architecture to analyze data across all data sources and a browser-based system that could be accessed from any location and any device to answer all business and time-critical questions, as well as a solution to support future needs and evolution with assisted predictive modeling to improve planning and forecasting and to make data-driven decisions.

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The Solution

The Client BI team evaluated a range of solutions and vendors and selected Smarten. Comprehensive proof of concept was developed by the Smarten team using Client sample data. This helped Client to verify the fulfillment of functional and technical possibilities throughout the solution. The self-serve features, simplicity of use, compatible architecture, and scalability met their requirements and complemented their existing BI practice division.

The Smarten team designed a meta-data structure and provided support to the Client team for Data Extraction, Transformation, and Loading (ETL) with an understanding of the data, cleaning and structuring of the data, and migration of the existing reports from Athena to Google Big Query.

Smarten was integrated with BigQuery, acting as staging data server, and with CSV files, Google Sheets and Excel sources.

Technical training for administration, data source connectivity, creation of datasets and best practices was provided by the Smarten team to all the BI Users. Periodic hands-on training programs were conducted as required.

Implementation was a joint effort between the Client BI team and the Smarten team.

Smarten was deployed to cover various crucial modules of Client data sources including Product Analysis, Sales, Business Agent Applications, CLCM,

Onboarding and Campaigns, Geographical Analysis and Sales Hierarchy Overview.

Technology & Platform

Server	: Intel Xeon CPU-E5 (12 Processor) X 64 bit
O.S.	: Windows with 64 GB RAM
Applications	: Google Sheets CSV/Excel files for different modules
Backend (Database)	: Staging – Google Big Query, Athena

Key Business Intelligence Objects implemented include:

Daily Sales Overview

- Current week trend and variance for base KPIs:
 - Gross Transaction Value
 - Number of Transactions
 - Number of Agents
 - Number of Customers
 - Number of New Recruits

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- Monthly and month-to-Date comparative analysis for key performance indicators
- Product, region, daily and monthly trends
- Analysis based on age on network and segments
- Sales hierarchy earnings analysis
- Agent presence rural/urban
- Weekly agent business analysis
- Geometric regional analysis on zone, state, district hierarchy and grade based alerts

CLCM Module

- Age on Network Trend
- Category and Product Spread Mix
- Multi-Product Adoption Trend
- Cross Product Share
- Churn Trend and Usage and Prediction
- Retain Analysis
- Win Back Trend

- Product Combinations
- Slab Analysis
- Onboarding for First Time Transacting
- Regional Analysis
- Onboarding vs Activation vs Transaction
- Core/Non-Core Agent Analysis

Onboarding Module

- Channel Onboarding
- Distributor Onboarding
- Self-Onboarding
- Campaign Details
- Campaign Efficiency
- Campaign Efficacy
- First-Time Transacting Agents
- Pending vs Rejects
- Initiated but Incomplete vs Complete

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Application Module

- Application Analysis
 - Downloaded
 - Not Filled and Incomplete
 - Filled, Validated and Activated
- KYC and EKYC
 - Product Requests and Supplies
- Competition Apps Monthly and MTD Comparative Analysis and Trend

Module Movement and Alerts

- Base Movement
- Branch Movement
- Regional Moving Averages and Trends
- Plan Analysis

Travel Union

- Overall Business Summary

- Transactions - Daily, Monthly and Month-to-Date
- Earnings and Run Rate Based analysis

Smarten Team Role

The Smarten team helped the Client to structure data and establish a corporate Business Intelligence and Analytics system, rather than settling for a simple reporting tool.

Smarten team activities included:

- Understanding various data sources
- Understanding current reporting structure and flow
- Functional and operational specifications
- Designing meta-data structure for datasets
- Working with the Client team to design and develop ETL processes and staging database
- Optimization and performance monitoring and maintenance
- Conceptualization, design and development of Dashboards, KPI, Reports
- User Acceptance Testing (UAT)
- Go Live Support
- Business Intelligence (BI) concepts and best practices sessions
- Technical training

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- Administration training
- Business analyst training
- End user training

Key Benefits and Deliverables:

- Designing sales and transactional analytics across functional departments and data cleaning and structuring
- Centralized access to information from different data sources, through interactive graphical and ad-hoc analysis
- Defining common themes and designing user-friendly Management Dashboards
- Compiling, structuring and harmonizing various modules for Sales, CLCM, Onboarding, Applications, etc,
- Exceptions and alert analysis for monitoring performance against budget allocated for each project
- Automating all operational reports with pristine quality data
- Training for IT staff, power users and end users
- Low cost of acquisition, short roll-out time, and minimal training requirements assured impressive TCO
- A user-friendly interface reduced the burden of ad hoc queries to IT team
- Enterprise architecture with zero footprint browser interface assured rapid roll-out across locations for a large number of users

- A responsive user interface allowed users to access the solution with all popular smart phones, tablets, and other mobile devices

Conclusion

As a Fintech Company, it is extremely important for the Client to track, evaluate, and monitor project success through robust analytics, flexible views and access rights management. The Smarten solution allows users to interact with data to identify overall profitability at various levels in the organization. It also allows users to measure tactical and operational results at a summary level, and at a detail level, for an individual task or group workflow.

With the help of the Smarten solution and team, the Client has achieved its goal of creating a centralized analytics system at all levels of the organization. The Smarten intuitive interface allows users to make the most out of available data and to effectively manage their resources, revenue, procurement, business operations, manpower allocation etc. Smarten helps the Client to track organizational performance, and to reduce cost and increase profitability of each department without compromising on the quality standards.

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