

Project Portfolio (Use Cases)

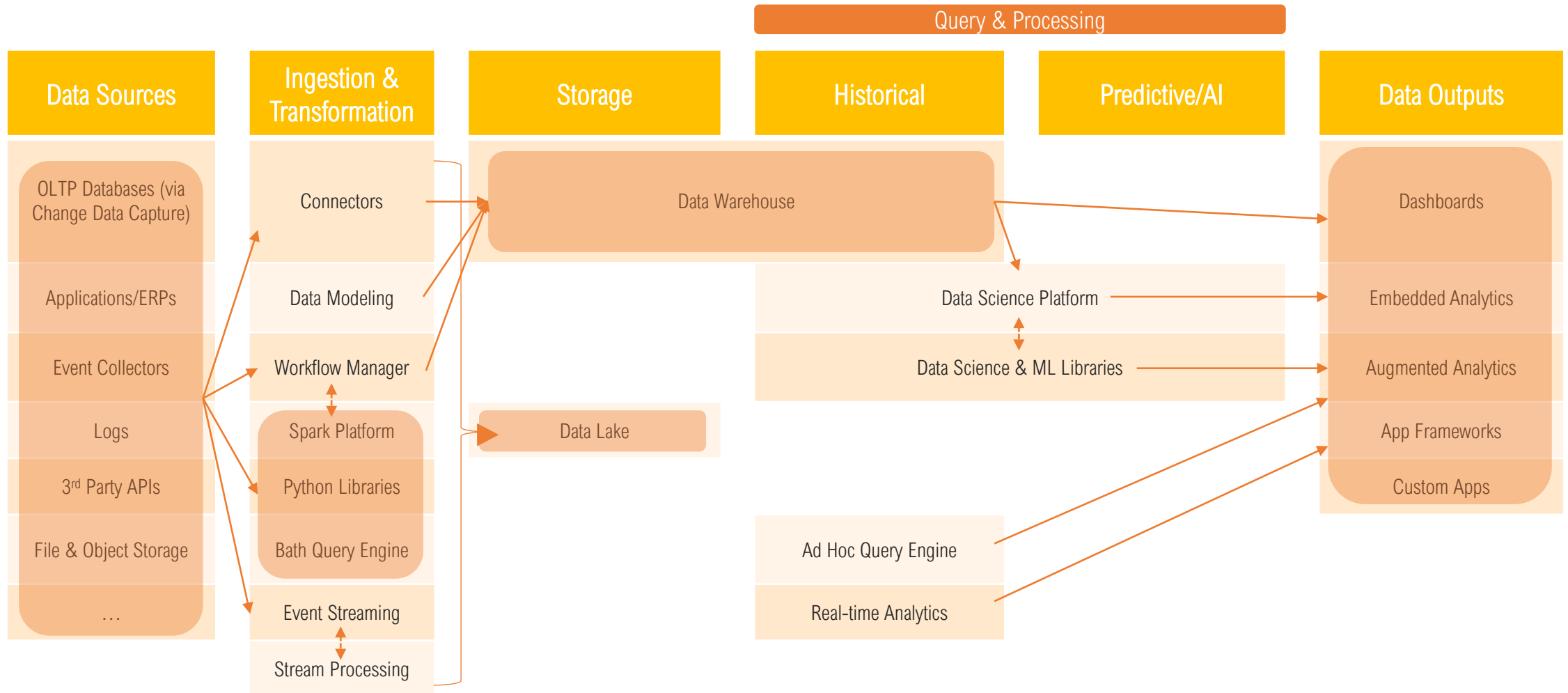
Business Pillar:

Advanced Analytics (Customer 360)

Goal:

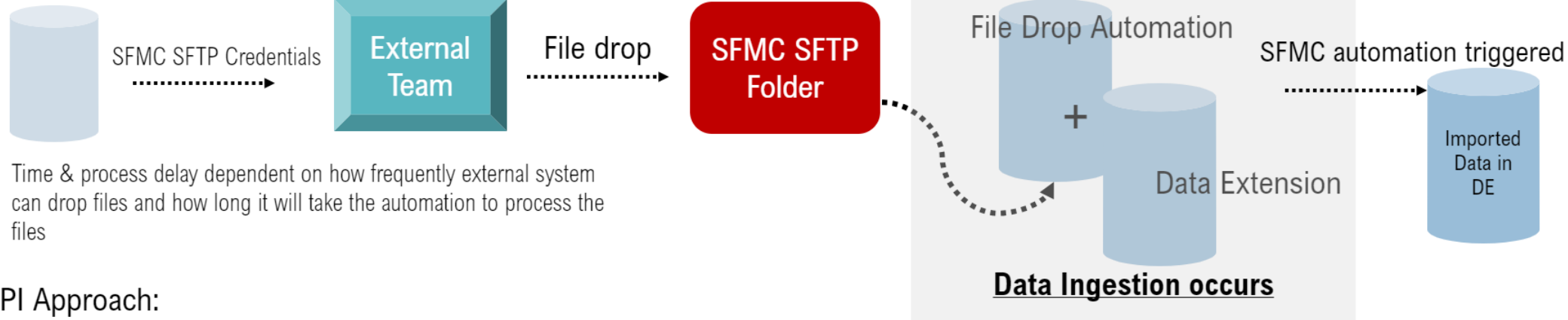
Create an integrated data architecture (executing directly with IT) and a series of consolidated customer reporting dashboards.

A Unified Data Infrastructure Architecture



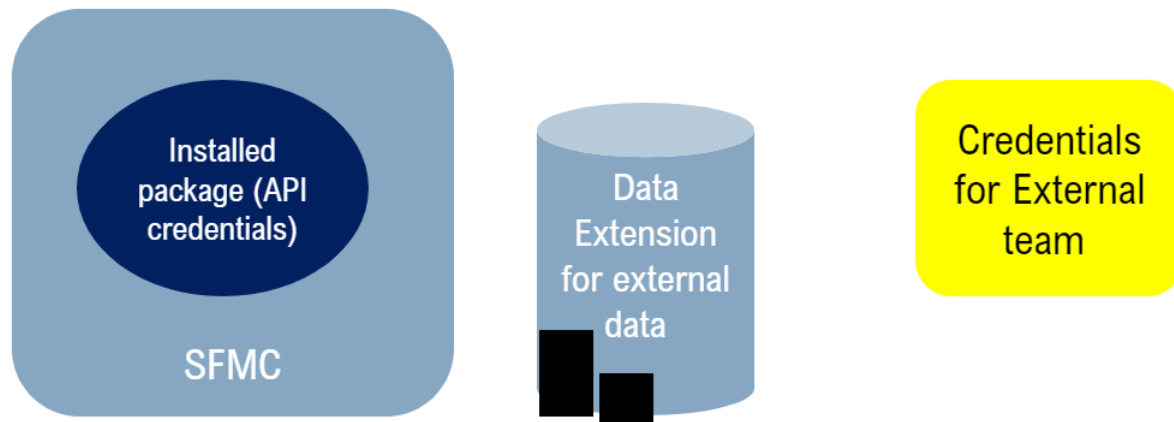
Systems Admin:

File Drop Approach:

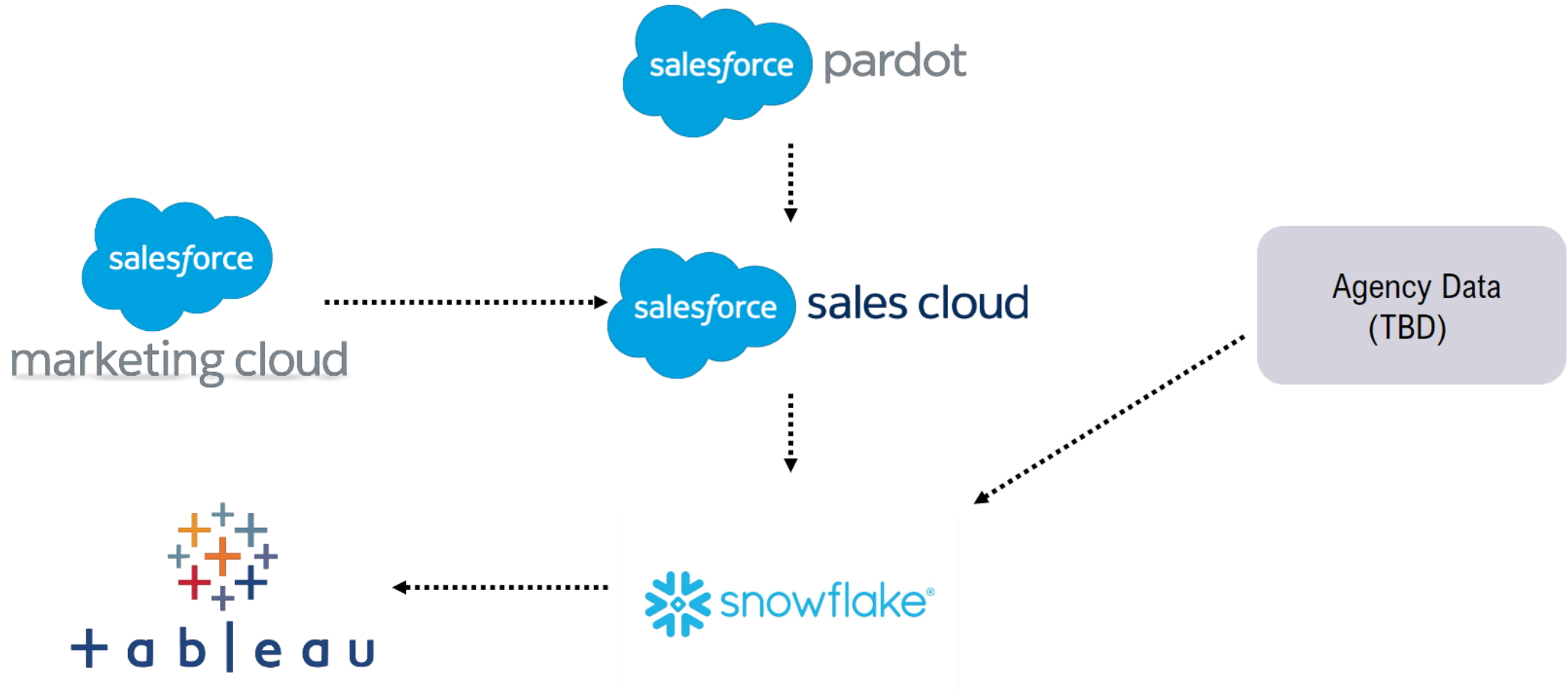


Time & process delay dependent on how frequently external system can drop files and how long it will take the automation to process the files

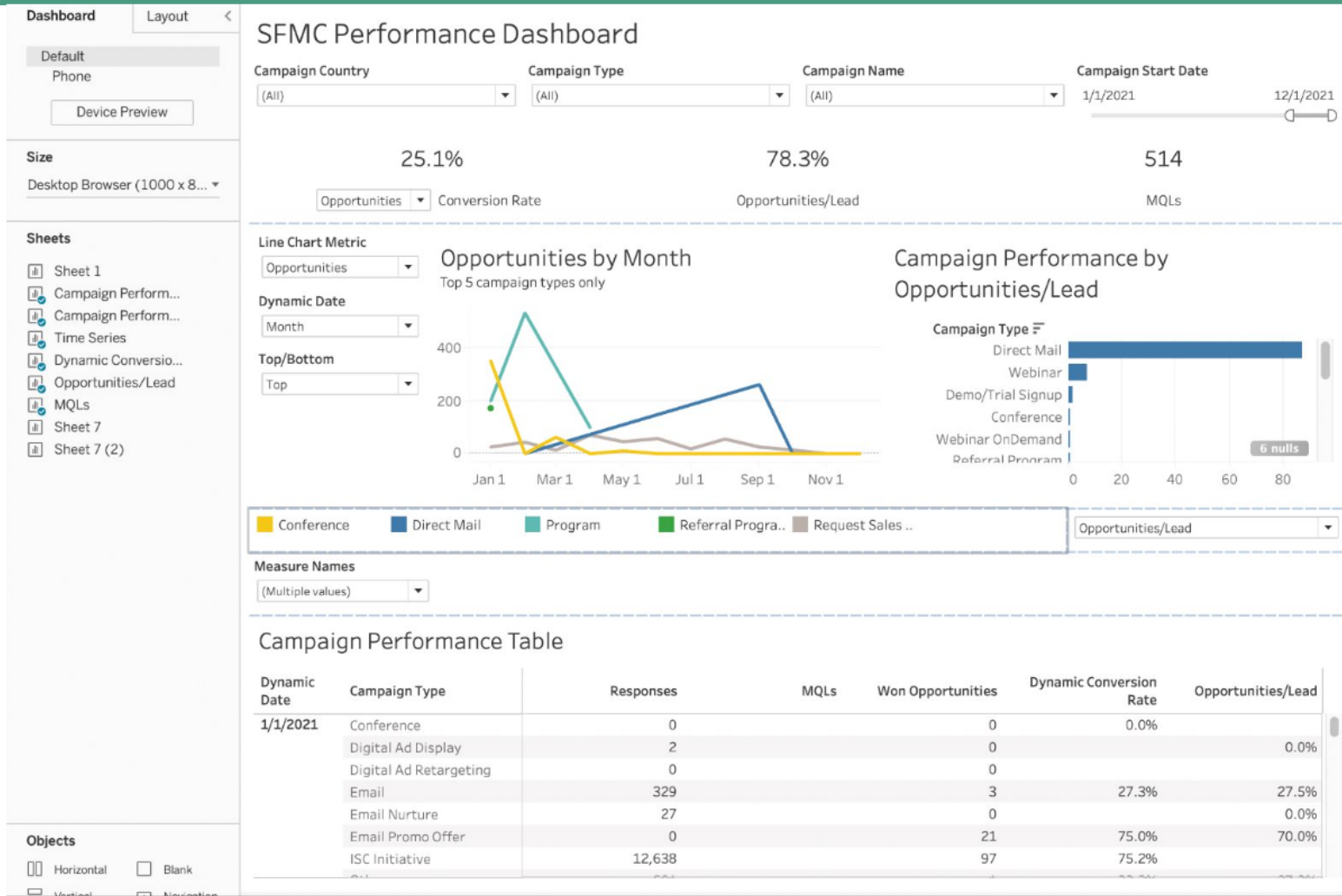
API Approach:



Data & Analytics: Data Model



Data & Analytics: Dashboard



Metrics include:

- Contacts
- Converted leads
- Dynamic conversion rate
- Leads
- MQLs
- Opportunities
- Opportunities/leads
- Responses
- Won opportunities
- Campaign country
- Campaign type
- Campaign name
- Campaign start date