InfoCepts

Standardizing a Leading Multinational Banking and Financial Group's Data Visualization Practices

Summary

Our client is a leading banking and financial services firm that needs to develop a variety of analytics solutions that suit various purposes and aid a variety of decision-makers on a routine basis. They wanted to standardize their data visualization (DV) practices to address various challenges arising from their need to depend on multiple vendors to develop required solutions. Our DV Jump Start Program was able to resolve all their concerns in a comprehensive manner

Industry
Banking and Financial Services

Users
Business Analysts, BI Developers

Technologies
MicroStrategy

Team Size
7 InfoCeptians, 3 Client Associates

The Challenge

Our client is a leading multinational banking and financial services group that routinely needs a variety of analytics solutions to aid business analysts and decision makers. Their analytics requirements keep evolving, due to the dynamic nature of their business. They fulfill their requirements by using the services of multiple vendors to develop various reports. There was a lack of uniform data visualizations in the reports developed by them leading to poor user adoption.

They sought our DV expertise to address the following challenges –

- Lack of a consistent user experience across multiple reporting platforms developed by different vendors
- Poor data representation due to inadequate use of visualizations
- Non-adherence to DV best practices leading to ineffective BI applications
- Inefficient requirement gathering and development processes

They were looking for a solution that could comprehensively resolve the above challenges.

The Solution

We conducted a detailed assessment to gain a precise understanding of the underlying issues. We discovered several inconsistencies in how different user groups perceived insights and their expectations from the solutions. Also, different BI developers were following different DV methodologies while developing dashboards and reports. It was necessary to standardize their DV practices to bridge the gap in expectations between all stakeholders.

We implemented our proprietary DV Jump Start Program to resolve their DV standardization issues comprehensively. The program is beneficial for BI developers, business analysts and BI program managers. It provides standard design best practices for efficiently creating effective dashboards and mobile BI applications. During the program, we gathered inputs from all stakeholders by conducting several exhaustive storyboarding sessions with them. Their inputs helped us create the following customized DV artifacts that address their challenges -

- *Dashboard and Mobile App Design Guide:* This guide contains detailed information about standard and advanced data visualizations required by BI developers. We created a highly customized 40-page PDF catalog based on our client's preference of MicroStrategy for data discovery. It is a visual guide that contains sample dashboard layouts, pre-defined color palettes, fonts and UI specifications
- *Editable Dashboard and Mobile App Design Catalogue:* This catalog contains a set of standard and advanced data visualizations and MicroStrategy elements for the benefit of business analysts. It is a 35-page guide that aids business analysts in creating quick dashboard/mobile app mockups in PPT format
- *Data Visualization Guide:* A 60-page guide that serves as a reference for both BI developers and business analysts. It has been customized as per our client's brand identity guidelines and contains visualization variants, reporting requirements and best practices for standard visualizations

The Results

Our DV Jump Start Program has significantly improved the user adoption of our client's BI applications. Their internal and external stakeholders now have precise DV artifacts that play a critical role in maintaining consistency. The program successfully delivered the following results –

- Business analysts can now list their requirements precisely, thanks to an extensive MicroStrategy toolkit
- BI developers now have pre-created templates for developing dashboards and mobile BI applications efficiently
- Adoption of BI applications has improved significantly due to UI/UX guidelines that aid in creating pixel-perfect BI applications