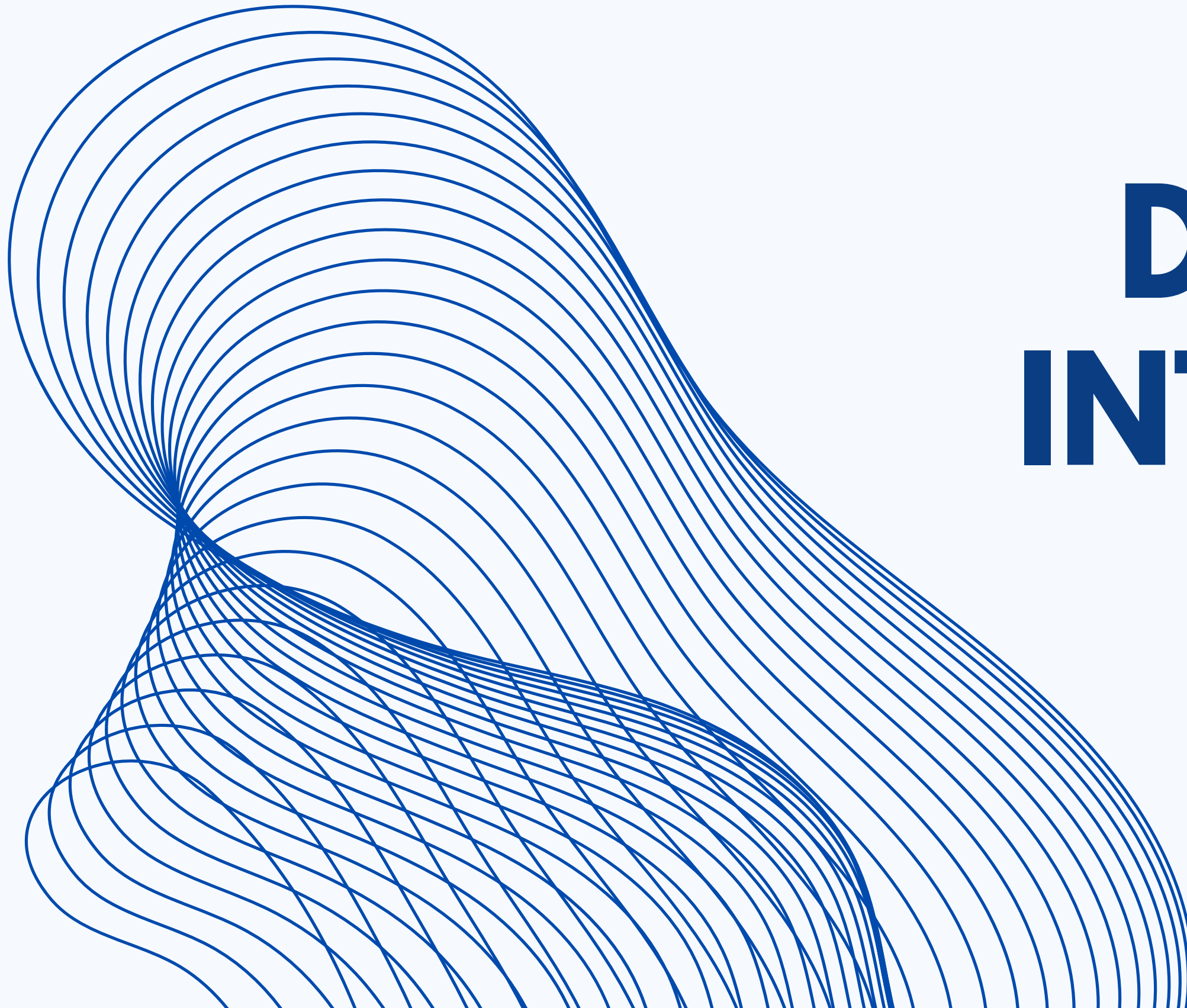




BROCHURE DILIGENCE & INTELLIGENCE

Cutting-edge data solutions to
empower businesses



01

ABOUT US



We are a **data-focused technology startup** driven by the mission to empower businesses with smarter, faster, and more actionable insights. Founded by professionals with extensive experience across diverse industries – from retail and e-commerce to finance and telecommunications – we understand that no two data journeys are the same.

Whether you're a large enterprise or a scaling business, we help you **unlock the full value of your data.**

Our team specializes in delivering both **cloud-based and on-premises data solutions**, tailored to your infrastructure, security needs, and business goals. We design, build, and support everything from centralized data platforms and modern data pipelines to robust reporting and BI systems.

We have a proven edge in working with **retail companies**, especially those operating in **omnichannel environments** (offline stores, online shops, mobile apps, and social platforms). If you're a business looking to **digitally transform, centralize your data, or start your analytics journey**, we're here to guide you every step of the way.

OUR SERVICES

02



Data Integration & Warehousing

- Set up and manage data pipelines to integrate data from multiple systems
- Transform raw data into clean, analysis-ready datasets



Data Modelling & Analysis

- Design architecture to map various sources of data
- Design data model and structure according to business analysis



Business Intelligence Report

- Use Power BI or Looker to present data with powerful visualization, interactive, user-friendly dashboards
- Prominent features: tooltip, drill through, drill down, Q&A, cross-filtering, etc.



Data Governance

- To ensure that data is secured and is only accessed by permitted users: Row level security, Object Level Security, Sensitive Labels, Data Lineage, Activity log, change management
- Maintain control with activity logs and change management processes.



Data Migration

- Expert migration services for transitioning between cloud platforms and on premise to cloud services
- Designed for cost efficiency, scalability, and ease of use.



Advanced Analytics & Machine Learning

- Trend prediction and forecasting.
- Customer segmentation
- Detecting anomalies and identifying key influencers.
- Visual tools like decomposition trees and "what-if" parameters.



Training and Support

- Comprehensive training on Power BI and Looker for beginners and advanced users.
- Enhance your team's data visualization skills and confidence



03

OUR PROJECTS

Industry Data

- Retails
- E-commerce
- Logistics
- Healthcare
- Corporate finance
- Web/App
- Digital Marketing
- Ads Monetization

Data Sources

- ERP
- Ecommerce platform
- Inventory management system
- External APIs

Database & Warehouses

- SQL: SQL server, MySQL, Postgre SQL
- NoSQL: MongoDB
- Cloud Data Warehouse Snowflake, BigQuery, Redshift

Cloud Platform

- Google Cloud Platform: BigQuery, Google Cloud Storage, Looker, Looker Studio
- Microsoft Azure: DataLake, PowerBI

Web-Tracking & Marketing Platform

- Marketing Platform: Google Analytics, Adobe Analytics, Facebook Ads, Appsflyers, Google Ads, IronSource
- APIs: Facebook, , Twitter, Bytedance, Linkedin, Google Ads, Appstore Connect,...





Mai Vu
Senior Data Analyst



Thomas Ng
Senior Data System Architect



Kenny Ng
Technical Consultant

04

OUR CORE MEMBER

05

CASE STUDY #1

DASHBOARD DEVELOPMENT & MIGRATION PHARMACEUTICAL INDUSTRY



CLIENT STORY

The client, a **leading pharmaceutical company**, struggled to manage **large-scale data** (logistics & product movement) across multiple platforms (**SAP HANA, PostgreSQL, BigQuery**, etc.) (10+ data sources, 100+ tables). Their **Tableau-based environment** (500+ dashboards) was **costly, inefficient, and inflexible**, creating **data silos** and limiting insights.

REQUIREMENTS

- **Migrating** and restructuring all systems and visualization to more cost – friendly platforms
- **Strict data security** to ensure segregation between pharmacies
- **Training** for internal teams on Power BI and Looker

RESOURCES

- **Team:** 5 developers
- **Timeline:** 10 months

RESULTS

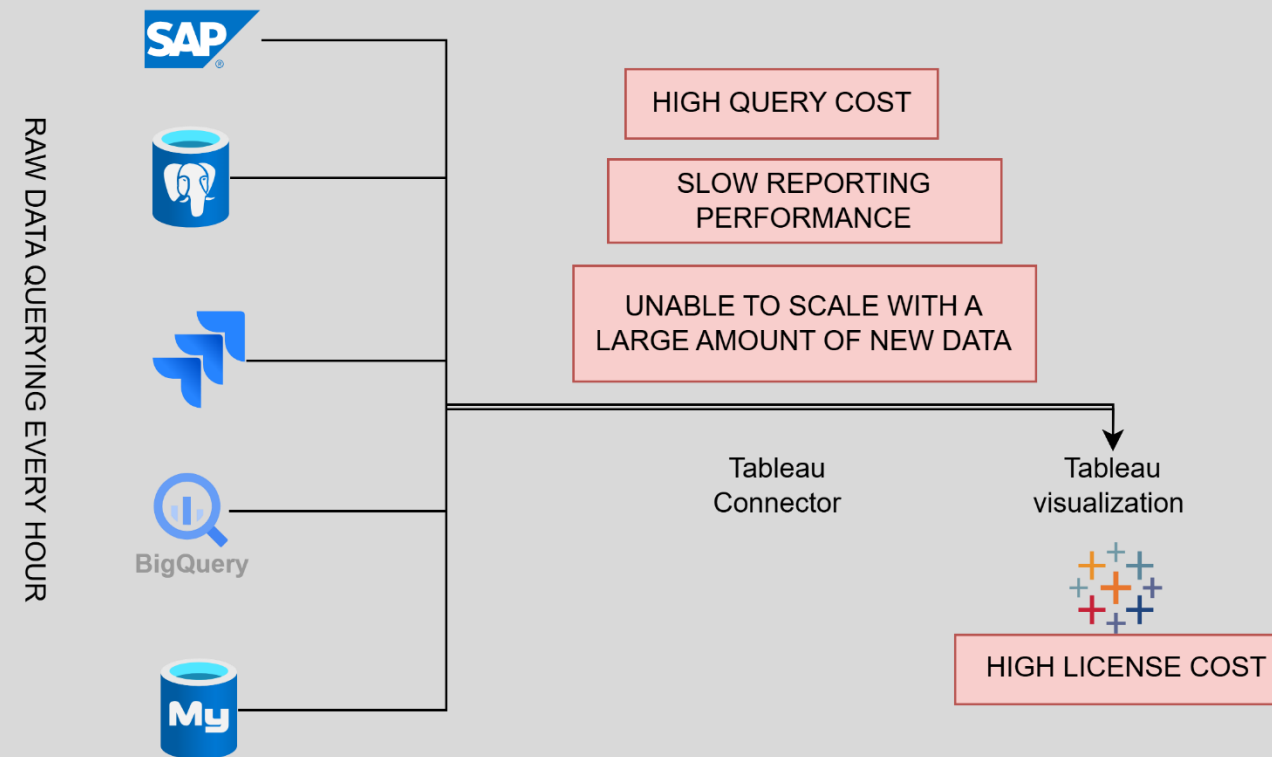
- **30% reduction in analytics costs** by migrating 200+ dashboards from Tableau to cost – efficient solutions like Power BI and Looker
- **A centralized analytics platform** managing data from 500+ pharmacies across regions
- **50% reduction in query costs** by data schema and modelling design + store old and unused data in cold storage
- **2x faster reporting** with near real-time dashboards for logistics, commercial performance, and clinical trials.
- Empowered **20+ internal team members** through training in Power BI and Looker, enabling them to create, maintain, and guide analytics workflows independently.

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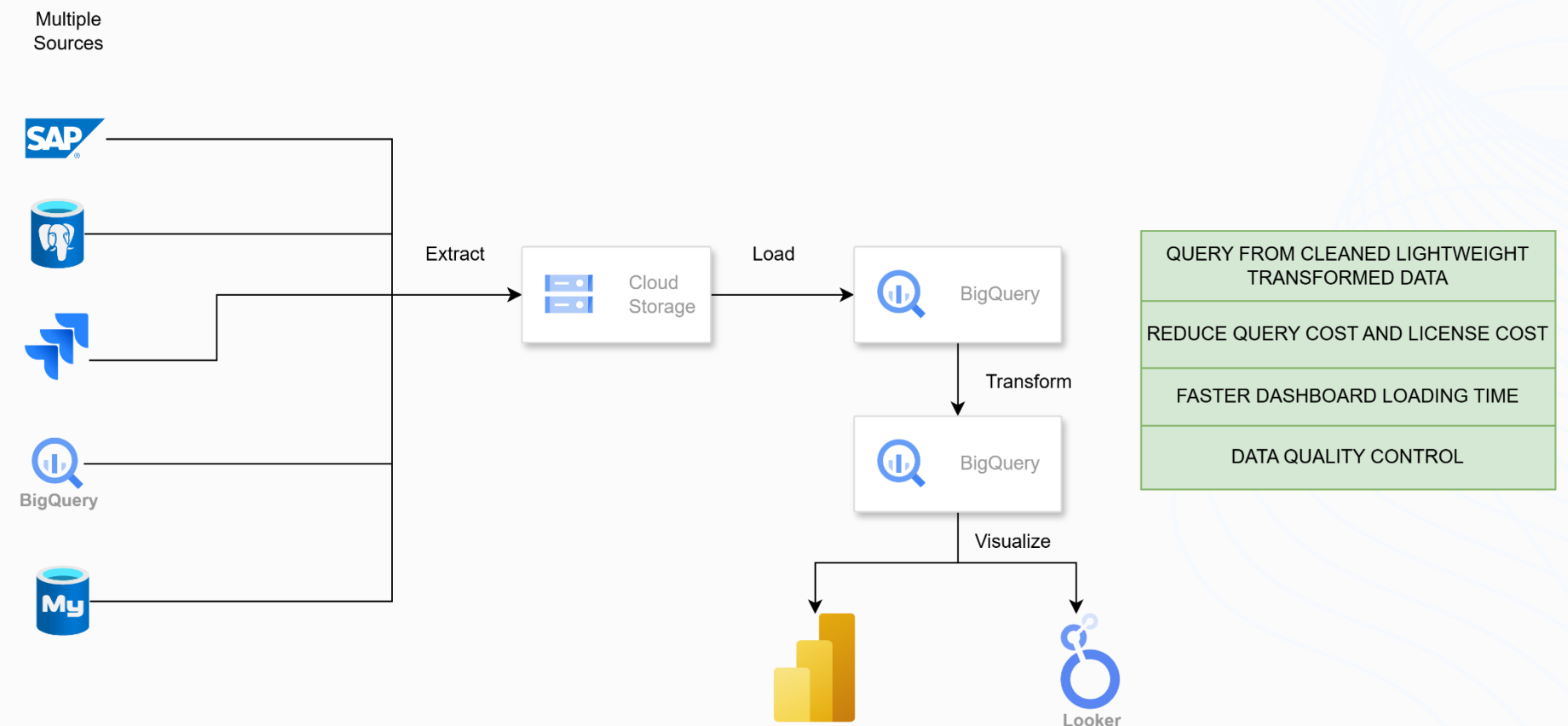
CASE STUDY #1

DASHBOARD DEVELOPMENT & MIGRATION PHARMACEUTICAL INDUSTRY

OLD SYSTEM



WITH D&I SUPPORT

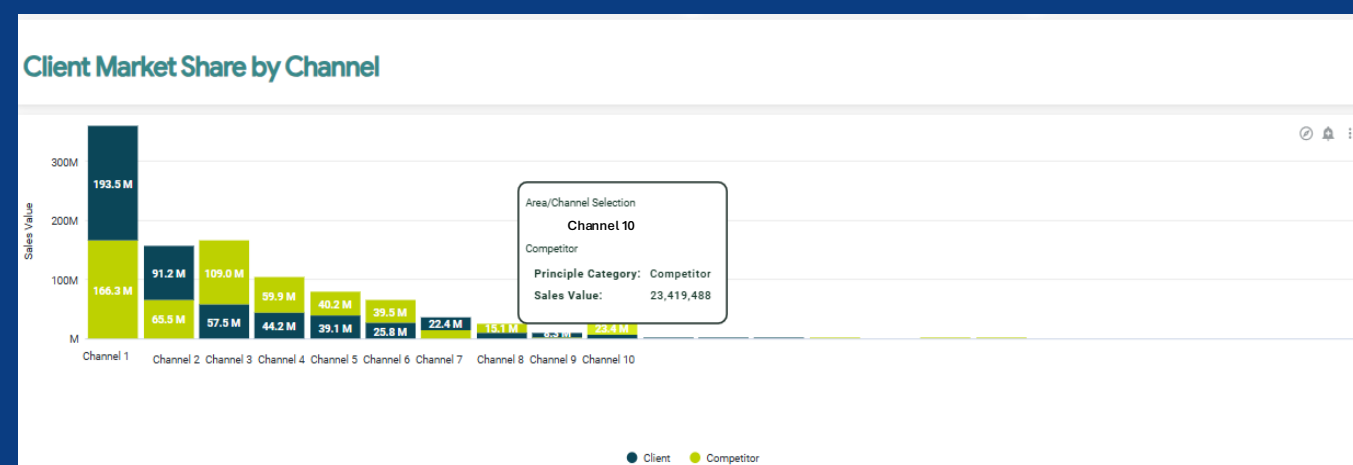
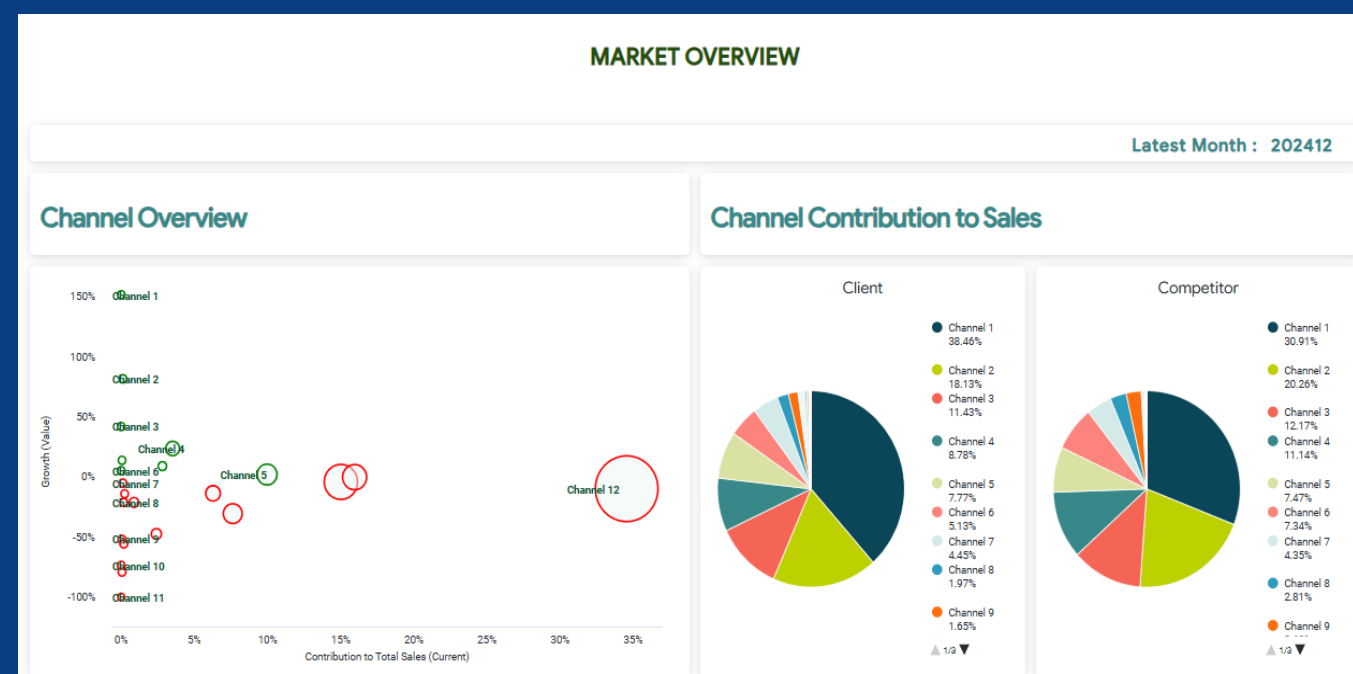


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CASE STUDY #1

DASHBOARD DEVELOPMENT & MIGRATION PHARMACEUTICAL INDUSTRY

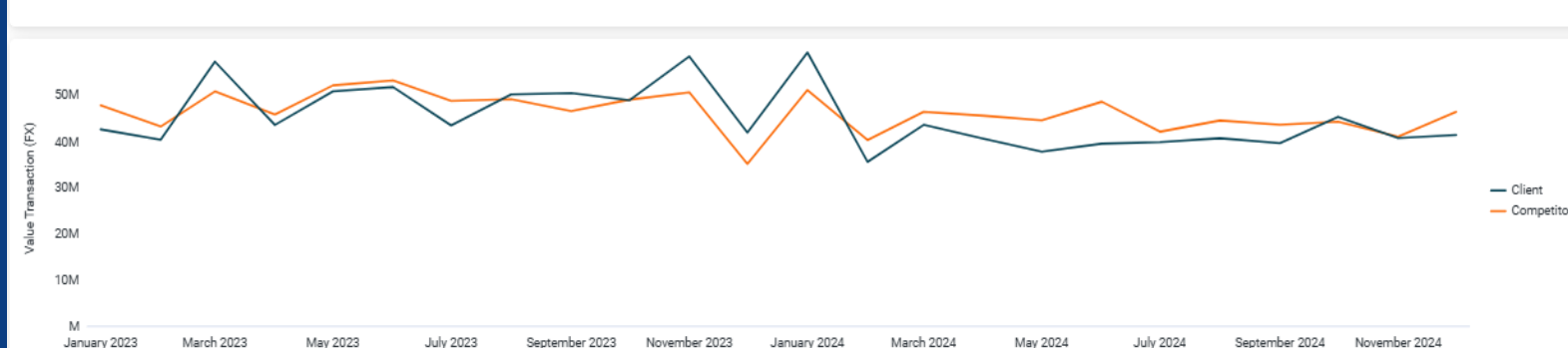
SAMPLE: MARKET SALES OVERVIEW



Segment Table

Area/Channel	Segment	Market Share (Previous)	Market Share (Current)	Growth (Client)	Growth (Competitor)	Growth (Market)
Channel 1	Growing Small Market Players	65%	62%	▲ 17%	▲ 37%	▲ 24%
Channel 2	Growing Small Market Players	9%	7%	▼ -16%	▲ 7%	▲ 5%
Channel 3	Growing Small Market Players	55%	50%	▲ 3%	▲ 27%	▲ 14%
Channel 4	Growing Small Market Players	25%	20%	▼ -13%	▲ 16%	▲ 9%
Channel 5	Growing Small Market Players	44%	42%	▼ -1%	▲ 4%	▲ 2%
Channel 6	Growing Small Market Players	3%	20%	▲ 1070%	▲ 50%	▲ 82%
Channel 7	Growing Small Market Players	7%	9%	▲ 93%	▲ 38%	▲ 42%
Channel 8	Decreasing Small Market Players	56%	54%	▼ -14%	▼ -5%	▼ -10%
Channel 9	Decreasing Small Market Players	100%	100%	▼ -56%	▼ -100%	▼ -56%
Channel 10	Decreasing Small Market Players	100%	100%	▼ -74%	▼ -100%	▼ -74%
Channel 11	Decreasing Small Market Players	72%	76%	▼ -9%	▼ -28%	▼ -14%
Channel 12	Decreasing Small Market Players	12%	20%	▼ -64%	▼ -81%	▼ -79%
Channel 13	Decreasing Small Market Players	52%	40%	▼ -60%	▼ -34%	▼ -47%
Channel 14	Decreasing Small Market Players	56%	58%	▼ -1%	▼ -8%	▼ -4%
Channel 15	Decreasing Small Market Players	94%	93%	▼ -22%	▼ -13%	▼ -21%

Sales Trend



CASE STUDY #2

DATA TRANSFORMATION AND POWER BI DEVELOPMENT F&B INDUSTRY

CLIENT STORY

Our client, a leading rice industry company managing **over 1,000 SKUs** and operating across **10+ areas**, struggled to consolidate all business figures. Their process involved **200+ large Excel files** requiring **100+ hours of manual updates and calculations every month**. This inefficiency led to delays, errors, and reduced focus on strategic initiatives.

OUR ROLE

We took full ownership of their transformation to Power BI, ensuring a seamless transition without burdening the client.

- **Requirement Analysis:** Identified and mapped **100+ KPIs** across sales, inventory, and operations.
- **Migration Strategy:** Designed a tailored plan to migrate **200 Excel files** into a centralized reporting system in Power BI.
- **Automation:** Automated data integration for monthly refreshes, **saving 100+ hours of manual work each month**.
- **Dynamic Dashboards:** Built dynamic dashboards highlighting sales trends, inventory, and other critical KPIs.
- **Training:** Trained their team to independently use and enhance Power BI features.

RESOURCES

- **Team:** 3 Power BI developers
- **Timeline:** 3 months

RESULTS

- **Time saving:** Eliminate 100+ hours/month of manual reporting effort, only 2-3 hours to check data before releasing every month
- **More Frequency Data updates:** Data updated not only monthly, but daily, hourly for business decision
- **Improve Accuracy:** Achieved 99% error-free reporting by automatic calculations and schedule refreshes

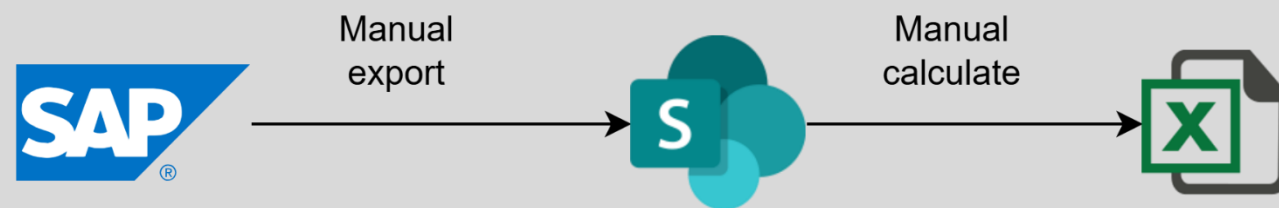


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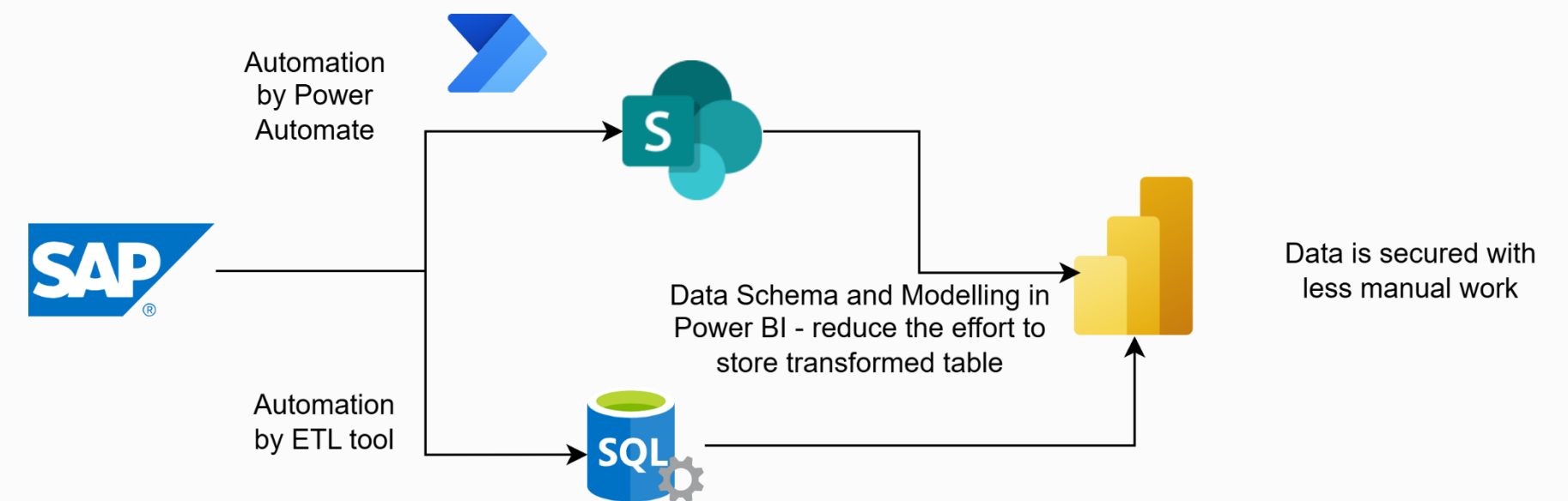
CASE STUDY #2

DATA TRANSFORMATION AND POWER BI DEVELOPMENT
F&B INDUSTRY

OLD SYSTEM



WITH D&I SUPPORT

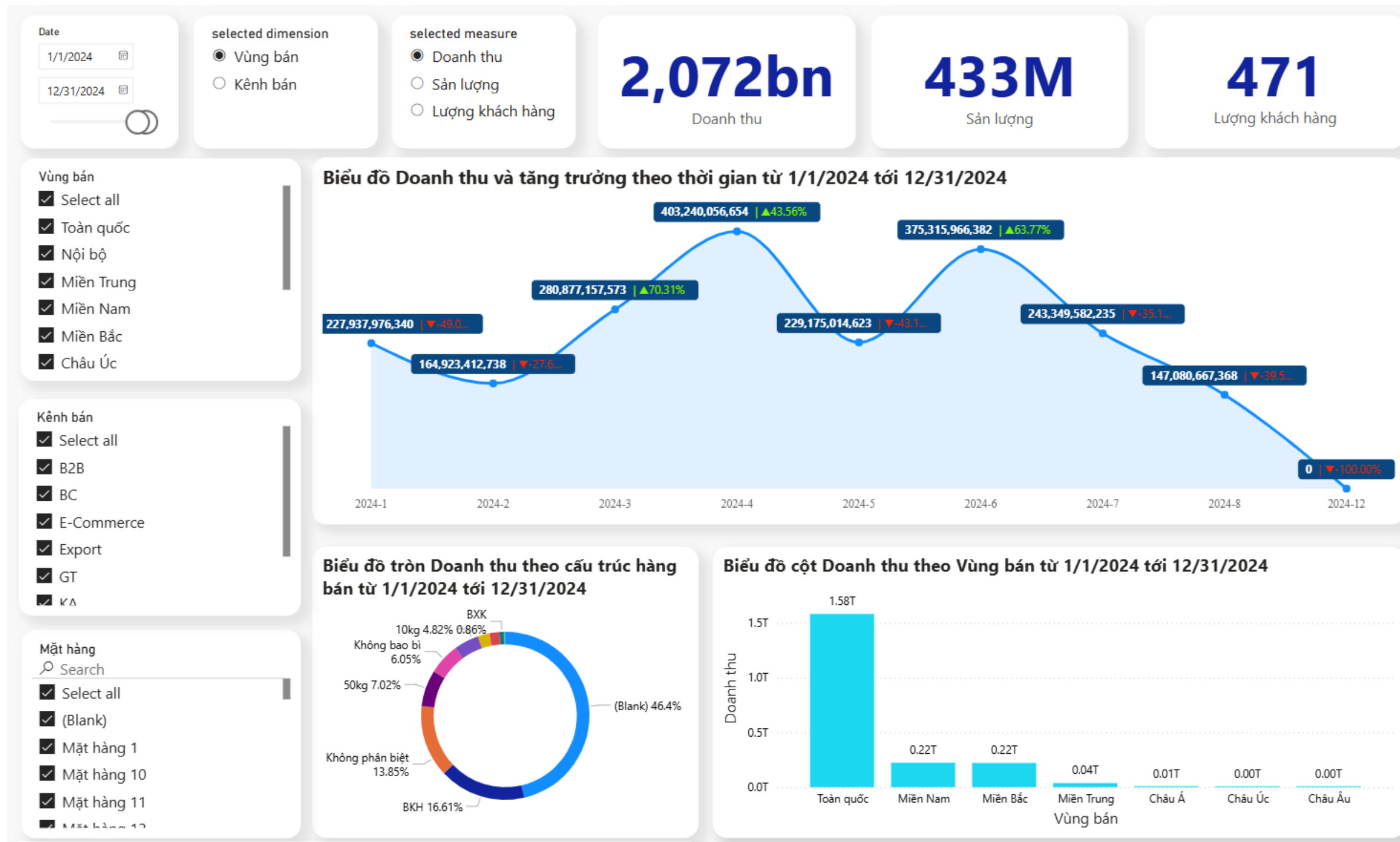


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CASE STUDY #2

DATA TRANSFORMATION AND POWER BI DEVELOPMENT F&B INDUSTRY

SAMPLE



05

CASE STUDY #3

TRAINING SESSIONS

CLIENT STORY

Many of our clients are factories and manufacturers **operating outside of the tech industry**. While these businesses heavily rely on data for decision-making, their teams often **lack the expertise to fully utilize tools** like Power BI and Looker. This leads to inefficiencies in their reporting processes and an inability to unlock the full potential of their data analytics.

OUR ROLE

- Training their internal teams on Power BI and Looker, **starting from the basics**.
- Providing hands-on support to address their specific challenges.
- **Customized solutions** for your data and reporting challenges.

RESULTS

- Our training services enabled these clients to **overcome their difficulties with Power BI and Looker**. They now have **empowered internal teams who can independently manage their analytics tools**.



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CASE STUDY #3

BASIC TRAINING SESSIONS HIGHLIGHTS

✓ Connecting Multiple Sources to Power BI

✓ Basic Data Transformation Steps

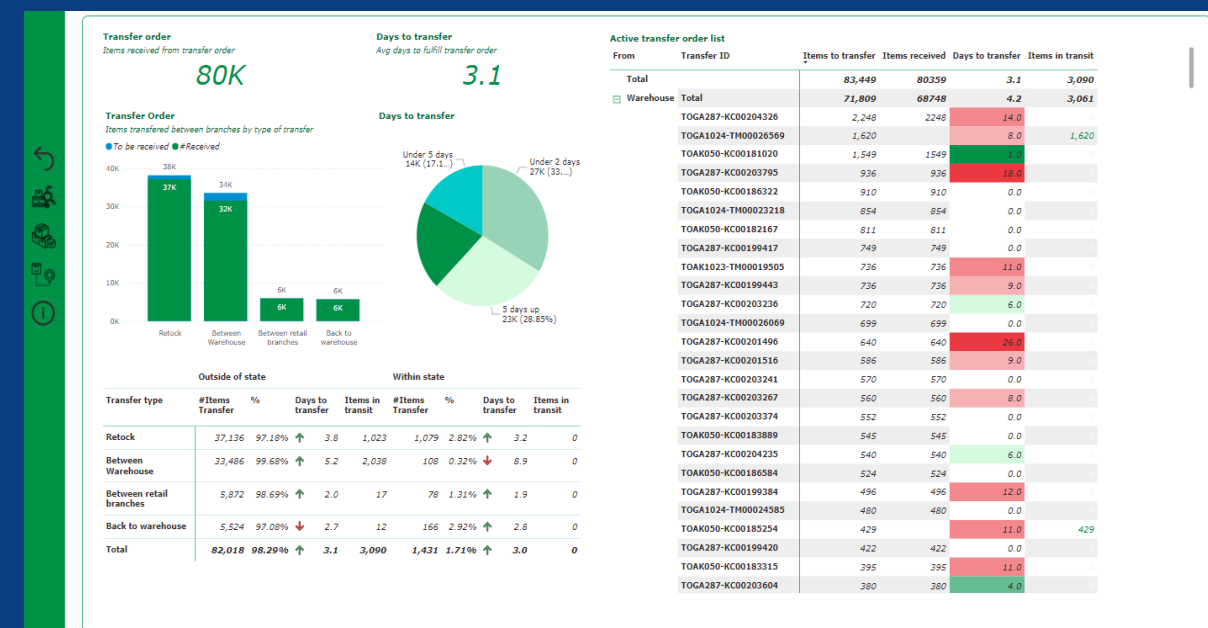
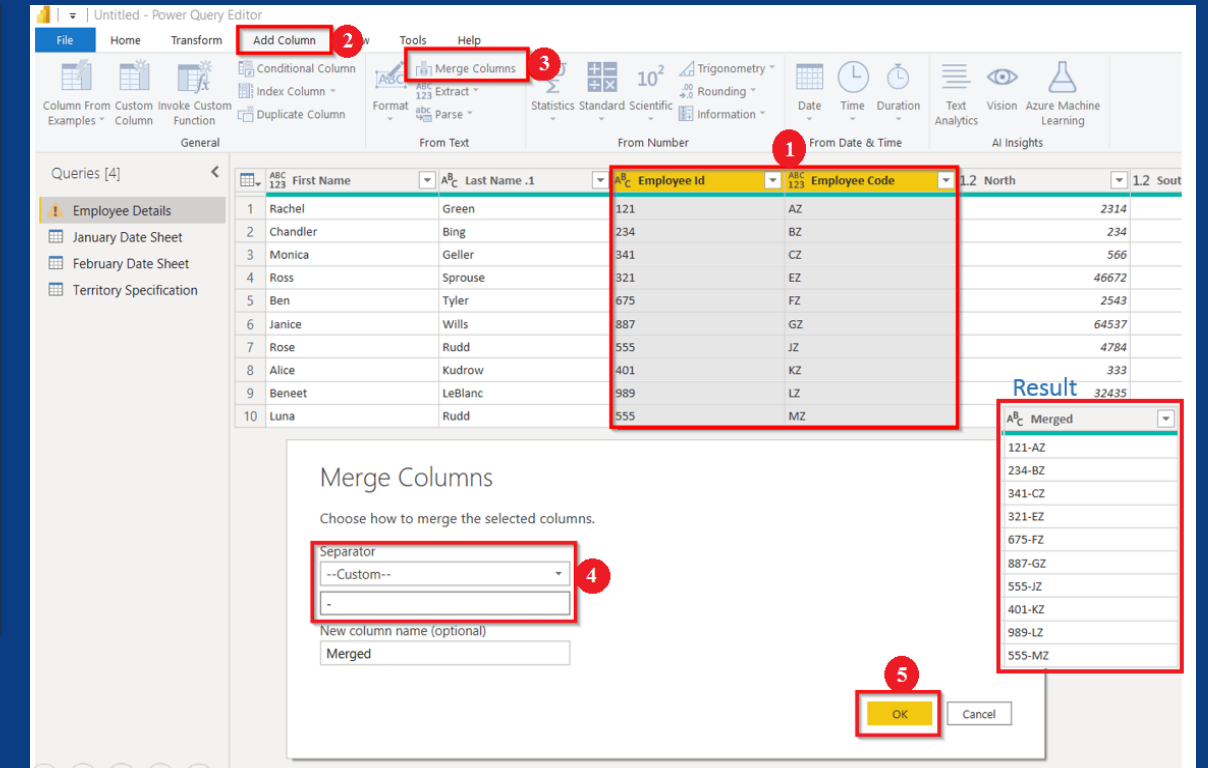
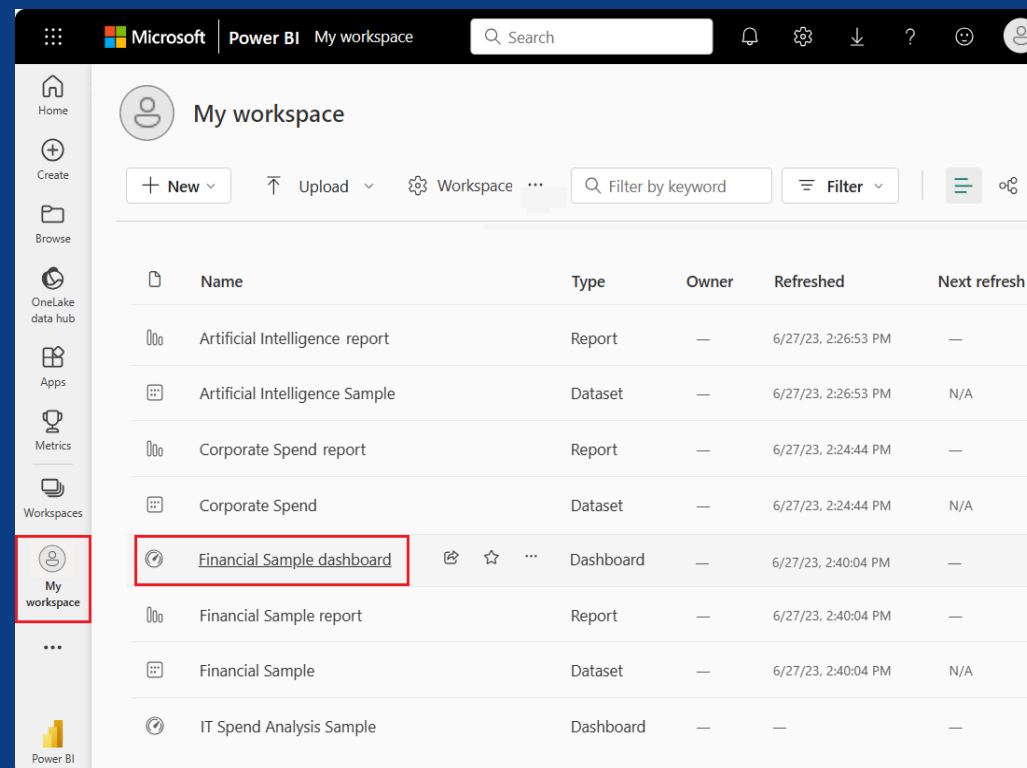
- Change column data type
- Add Column
- Merge
- Append

✓ Basic Visualizations

- Charts, graphs, tables
- Filters
- Formatting

✓ Sharing and Collaboration

- Publishing reports to Power BI Services
- Sharing reports with team members



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CASE STUDY #3

ADVANCED TRAINING SESSIONS HIGHLIGHTS

✓ Data Modelling

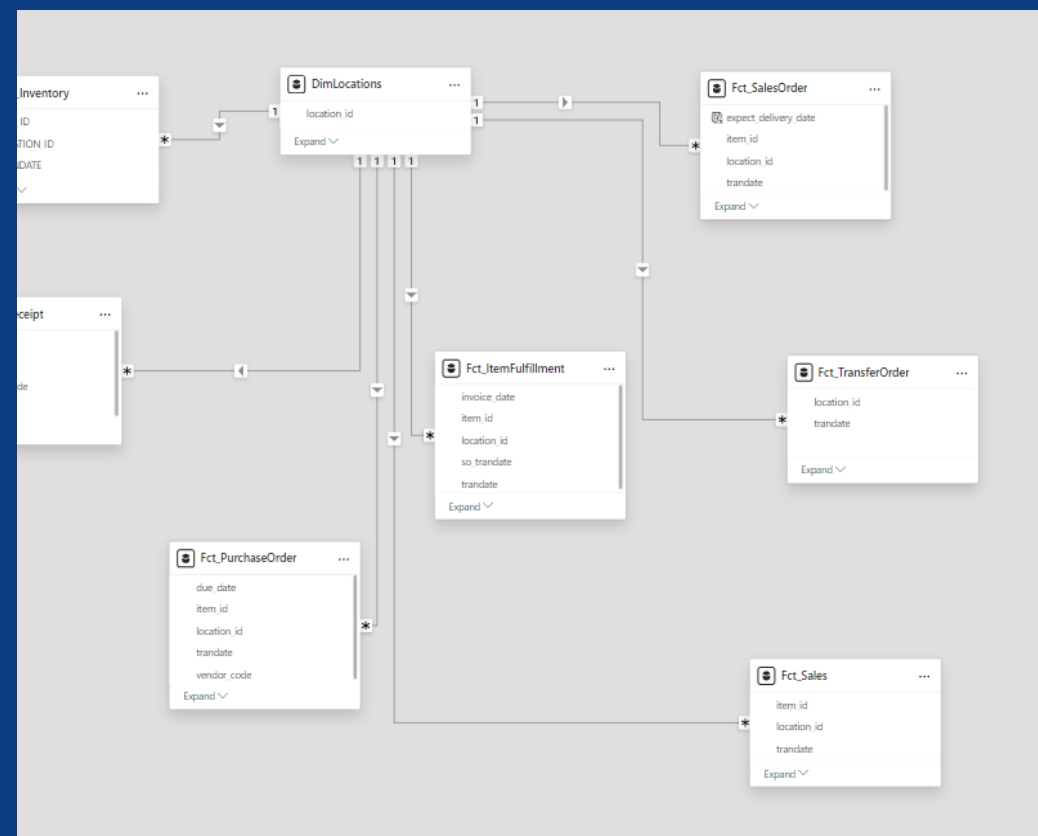
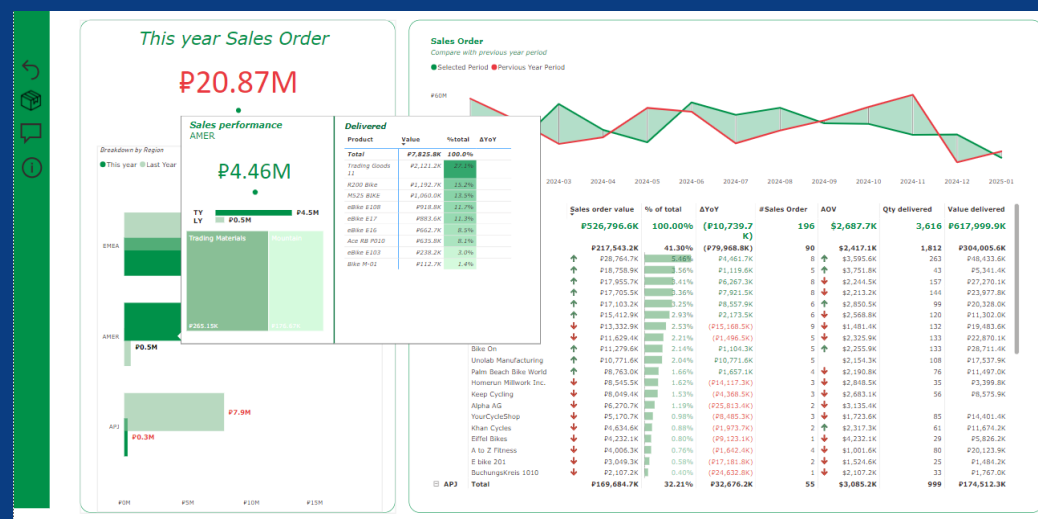
✓ DAX syntax

✓ Advanced Reporting and Visualization

- Tooltips
- Drill-through
- Drill up/drill down
- Cross Filtering
- Slicer Interactions
- Bookmark, button

✓ Deployment and Collaboration

- Row Level Security
- Optimize Report Performance
- Manage Report on Power BI Services



```

1 Annualized COGS = VAR n =
2   COUNTROWS (
3     FILTER (
4       ALL ( DimCalendar ),
5       DimCalendar[Date] <= MAX ( DimCalendar[Date] )
6       && DimCalendar[Year] = YEAR ( MAX ( DimCalendar[Date] ) )
7       && DimCalendar[Date] <= TODAY ()
8     )
9   )
10  VAR y =
11    CALCULATE (
12      -[COGS],
13      FILTER (
14        ALL ( DimCalendar ),
15        DimCalendar[Date] <= MAX ( DimCalendar[Date] )
16        && DimCalendar[Year] = YEAR ( MAX ( DimCalendar[Date] ) )
17      )
18    )
19  RETURN
20  Y / n * [No Days in Year]
  
```

Manage security roles

Create new security roles and use filters to define row-level data restrictions.

Roles

+ New

Example

Select tables

- Customer
- Date
- Product
- Reseller
- Sales
- Sales Order
- Sales Territory

Filter data

+ New

Select all

Show data if All of these rules are true

Column	Condition	Value
Region	Equals	West
Country	Equals	United States

+ New

Column	Condition	Value
Group	Equals	A

Save Close



CASE STUDY #4

SUPPORT SERVICES

CLIENT STORY

We understand that issues and questions can arise at any time. That's why we offer flexible support services tailored to your needs with Power BI and Looker. Whether you're troubleshooting a dashboard, optimizing a report, or exploring new features, our team is here to help.

OUR OFFER

- **Ad-Hoc Support:** Get real-time assistance for any Power BI or Looker-related issues.
- **Expert Guidance:** Work with our certified Power BI and Looker professionals.
- **Quick Turnaround:** Fast response times to keep your workflows uninterrupted.
- **Customizable Support Plans:** Choose from flexible options:
 - Time-Based Plans: Reserve 40 hours per month for dedicated support.
 - Question-Based Plans: Pay for assistance based on the number of queries resolved.

OUR HIGHLIGHT SKILLS

- **Troubleshooting:** Resolve errors in dashboards, data connections, or reports.
- **Performance Optimization:** Improve report loading times and query efficiency.
- **Feature Assistance:** Leverage advanced features like drill-throughs, cross-filters, or custom visuals.
- **Integration Support:** Ensure seamless data integration between Power BI/Looker and your other tools.

OUR COMMITMENT

- SLA
 - Acknowledge: max 4 hours
 - Resolution time:
 - Urgent: within 24 hours
 - Middle: within 48 hours
 - Low: within 1 week
- Support hours per month: 40 hours
- Ticket system used: JIRA
- Number of ticket handled per month by our team: 15 tickets/month

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Contact us



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www.diligence-intelligence.com

