

**We help businesses
increase performance
through data unification
and visual analytics**



Measure what matters. Manage what's measured.

View holistic metrics. Amplify business insights. See new possibilities.

Harness the power of your data with convenient tools and intuitive visualizations that provide metrics in one voice across the enterprise. With our data analytics solutions you'll spend more time acting on your strategies and less time processing data.

We are an end-to-end technology company specializing in data integration, work system automation, custom software, enterprise reporting and advanced analytics.

Services to Deliver Intelligence

- Business Consulting & Analytics Evaluation
- Data Management
- Analytics Platform Design
- Advanced Analytics
- Enterprise Reporting
- UX / UI Design
- Custom Software Development

Solutions to Improve Performance

- Business Intelligence Implementation
- Customer 360 view
- Marketing Recommendation Engine
- Predictive Analytics
- Staff Augmentation



Analytics Intell (AI) is strategic data analytics company that helps organizations consolidate, clean and structure siloed data to deploy analytics solutions for deeper insights and better decision making.

Through cutting edge technology, we provide organizations with powerful analytical capabilities and tools to meet the data demands of today, stand out from competitors and prepare for future business needs.

From insightful consultation to top-notch technical execution, our global team leverages its extensive domain knowledge and rich experience to determine the appropriate business intelligence platform or build custom software to meet your data needs. We enable organizations and institutions to increase profitability, efficiency, and ensure better outcomes for customers.

Integrated Resorts



Gaming



Hotels
& Hospitality



Food
& Beverage



Retail



Banking/
Finance

Industries we serve



Heathcare/
Pharmaceutical

Solutions to Deliver Intelligence

Data & Analytics Services

Whether you are looking to obtain better insights, have an overwhelming amount of information from siloed sources, or struggle to interpret data points, we offer **end-to-end solutions for your big data needs**.



Business Consulting & Analytics Evaluation

If your organization is challenged to connect the dots to determine key strategies, you may need an **evaluation of your analytics platform**. Together, we will answer questions around your goals, the data inputs available and the rules required for your organization to house and optimize data and gain more business intelligence.



Data Management

Develop a **trusted, single version of data** your organization can rely on to make reliable business decisions. We work with complex organizations to migrate data stored internally, ensuring each department has a uniform approach in calculating data to speak in one voice to build a well-designed, seamless ecosystem.



Custom Software Development

As we review your data systems, we can determine existing BI platforms or improve the management of your enterprise with custom software solutions that automate repetitive workflows of daily operations.



UX / UI Design

All of our software and dashboards are designed by skilled UX/UI developers, to engage users through clever layouts and encourage data discovery with intuitive navigation.





Advanced Analytics

We get to know your business and work with our data technicians to identify the patterns that matter. We apply the connection between your data and business trends to create analytics to discover hidden patterns and **predict the likelihood of future outcomes automatically**.



Analytics Platform Design

Design your enterprise **data warehouse, databases, web server, mobile server and optimize your IT infrastructure**, everything needed to get your analytics platform up and running quickly. We specialize in integrating third-party statistical programs and data mining tools, delivering analytical functions and applying calculations across enterprise data sources.



Enterprise Reporting

We are experts in manipulating data to quantify business performance and key trends through visualizations to provide action-oriented insights. We build **customized report applications that are instant, actionable, and accessible** for all layers and all levels of your business.



Web Development

Our web designers develop applications that address specific business needs such as inventory control, space optimization, point of sales, booking platforms and ticketing systems.



Mobile Applications

Our mobile technicians can create custom, interactive mobile dashboards for internal use and external customers.

Solutions to Improve Performance

Business Intelligence

For today's data-driven organizations, leaders need modern business intelligence platforms to ensure data can be properly viewed and translated across all departments and all levels to drive decision making. Analytics Intell works with your business to plan, design, implement and deploy robust solutions that make it easier to access and analyze your data.

Make more informed, strategic decisions

If you require data with specific criteria to reach various departments, we build systems to extract the information in real-time with notes, notifications and easy distribution across the organization.

Interactive metrics instruments

Through UX/UI design, our BI infrastructure incorporates customized dashboards, stunning data visualizations, build-to-suit scorecards, and key performance comparison.

Customer 360 View

Centralize your customer data across platforms to get a full understanding of the customer journey. We develop a platform with an integrated view of unified view across multiple sources to help you paint a full picture of their journey and how your customer interactions influence their purchasing decisions.

Improve customer acquisition and retention

by understanding the lifecycle of your customer base through unique customer experiences

Connect all touchpoints

Including website browsing, call centers, mobile app usage, and social media interactions, surveys, event attendance etc. to create a 360 view of your customer.



Predictive Analytics

We get to know your business and work with our data technicians to identify the patterns that matter. By applying the connection between your data and business trends, you prepare for the years ahead and future-proof various aspects of operations.

- Detect fraudulent transactions and likely outcomes to mitigate risks
- Assess the customer lifetime value to increase customer loyalty
- Accurately forecast customer lifetime value by predicting spend over the next 5-10 years
- Optimize operations to improve efficiency, reduce labor, boost customer satisfaction and apply cost savings
- Provide insight to provide targeted offers, loyalty programs and VIP services

Staff Augmentation

When you experience staff changes or need to implement staff reductions, we offer support to embed within your operation to save you time and money. Rely on our talented staff to offer on-premise support or cloud-based support and ensure regular maintenance to support your data and analytics platform. We can embed our team of developers, system engineers and database administrators to provide regular maintenance and support for your data needs.



Key Clients

starwood
Hotels and
Resorts



KONAMI

MICHAEL KORS



UNITEDHEALTH GROUP



Key Client Successes

Legacy Reporting Program conversion to a BI Platform



The American Express technology department in Arizona tasked our organization to convert their legacy reporting application to an enterprise Business Intelligence (BI) platform. Our efforts included:

- Overall BI strategy design and development
- Design and develop centralized reporting data warehouse with ETL process using Informatica
- Design and deploy BI enterprise environments (Dev, QA, and Prod)
- Install and configure intelligent servers and web servers
- Reverse engineer and convert legacy reports and dashboards
- Implement advanced analytics (forecasting, what-if analysis capabilities), and pattern analysis

Custom Accounting System for CECL Readiness



As PCBB's product offerings grew, processing the large volume of data became laborious for the community financial institution. The business operation had grown beyond their antiquated systems of managing data. With the pending new accounting regulation standards around loan processing, PCBB engaged our firm to develop a platform to analyze large volumes of data from the bank.

Analytics Intell built a customized business intelligence platform to house the CECL SaaS application, involving seven methods to analyze each loan group: static pool, vintage analysis, average charge-off, roll-rate (migration), probability of default, discounted cash flow, and regression analysis.

See more project work at: analyticsintell.com/client-stories

Digital Products for Enhanced Customer Experiences

Casino Intell

Get the most out of your gaming operations with this interactive floor mapping application with tracking features for table games and slot machines.

- Track floor activity at-a-glance
- Identify real-time revenue opportunities
- See predictive prompts to increase gaming revenue
- View financials with built-in enterprise reporting platform
- Re-build your floor using an easy, reconfiguration tool

TracMap

With TracMap, customers have access to touchscreen kiosks, mobile devices or tablets to view maps and access booking features for games, amenities and entertainment. Through integrated booking features, this tool enhances the customer journey and overall profitability. Customers can:

- Get real-time availability of selected amenities and book reservations in advance
- Receive notifications about existing offers and promotions
- Search for preferred outlets by name, category or specific item

Convo

Equip your service hosts with a customer engagement solution that tracks customers within proximity to personalize relevant information for customer interests.

- Personalize touchpoints with guests
- Determine customer impact
- Manage customer development
- Share event invitations and updates to groups

Benefits of working with Analytics Intell



Secured environment



15+ years in business



Experts based in key hubs to provide support in every time zone



Dedicated team of data & industry experts at your service



Proficient data management



MicroStrategy preferred vendor



www.analyticsintell.com

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Manage what's measured.**