

MICROSOFT POWER BI AS MAJOR TOOL FOR CORPORATIVE ANALYTICS

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In today's hyper-competitive business environment, actionable insights are the cornerstone of sustainable growth and innovation. At Intellias (one of biggest Ukrainian IT Service providers), we have embedded Microsoft Power BI into every facet of our operations, leveraging its cutting-edge analytics capabilities to enhance decision-making, optimize resource allocation, and drive strategic initiatives. From talent management to financial oversight and sales optimization, Power BI empowers teams at every level - strategic, operational, and tactical - to transform complex data into meaningful intelligence. By employing tailored dashboards and cross-functional reports, Intellias unlocks value across its enterprise, fostering agility, precision, and data-driven leadership. The summary below provides an in-depth exploration of how Power BI catalyzes transformation at Intellias, supporting both immediate operational needs and long-term organizational objectives.

1. **Leveraging Microsoft Power BI for Strategic, Operational, and Tactical Insights**

Intellias Solutions integrates Microsoft Power BI to drive performance improvements across strategic, operational, and tactical levels. By consolidating data from diverse sources into unified, stakeholder-specific dashboards, we provide clarity and precision in analytics for a range of business functions. Power BI enables detailed tracking of recruitment dynamics, workforce trends, and employee satisfaction, empowering managers with actionable insights. The platform's ability to align granular data with broader strategic goals ensures efficiency in planning, execution, and evaluation. This presentation will detail how Power BI has become an integral tool for evidence-based decision-making, supporting cross-functional collaboration and fostering a culture of continuous improvement.

2. **Enhancing Talent Management with Power BI Analytics**

At Intellias, Microsoft Power BI plays a pivotal role in optimizing talent management. From recruitment to workforce planning, we use Power BI to gain detailed insights into candidate sourcing, hiring costs, and recruitment pipeline progress. Talent marketing reports allow managers to assess the ROI of marketing efforts and allocate budgets more effectively. Workforce management dashboards streamline the alignment of internal resources with open roles, tracking key metrics such as rotation rates, turnover, and resource utilization. Additionally, recruitment KPI reports, segmented by job family, skillset, and location, enable precise planning and forecasting. Power BI's comprehensive analytics empower managers to make informed decisions, improving recruitment outcomes and operational efficiency across the talent lifecycle.

3. **Streamlining Delivery Processes and Financial Insights with Power BI**

Operational excellence and financial transparency are critical to Intellias' success, and Power BI drives both. For delivery processes, staffing reports consolidate scattered data from Jira into intuitive dashboards, providing real-time visibility into recruitment progress and team allocations. Financial metrics dashboards compare planned, actual, and forecasted revenue, offering insights into performance by department, engagement, and project. Business trip analytics leverage cost deviations, regional trends, and interactive mapping to optimize travel budgets and planning. Furthermore, client satisfaction reports and time utilization analytics deliver critical feedback for refining workflows and enhancing efficiency. This abstract highlights how Power BI transforms operational and financial data into actionable strategies that drive alignment and success.

4. **Smart Sales and Marketing Performance Analysis through Power BI**

Intellias leverages Microsoft Power BI to revolutionize sales and marketing operations, delivering powerful analytics that optimize performance and strategic decision-making. Pipeline analytics track lead generation and conversion rates, integrating vast datasets from CRM systems to offer

insights sorted by industry, region, or expertise. Tailored sales target dashboards provide sales representatives with real-time data on actual, targeted, and predicted revenue, fostering a personalized approach to performance improvement. Pre-sale analytics evaluate capacity, effort, and spending for project bids, incorporating stakeholder feedback to refine resource allocation. Additionally, reports identifying incomplete CRM fields ensure data integrity and accuracy. Power BI enables data-driven decision-making, positioning Intellias as a leader in sales and marketing optimization.

5. Revenue Forecasting and Strategic Decision-Making Using Power BI

Revenue forecasting at Intellias harnesses the power of Microsoft Power BI to deliver accurate, actionable insights. By analyzing historical CRM data, Power BI generates projections segmented by industry, expertise, region, and time period, enabling leadership to make informed strategic decisions. Predictive analytics highlight potential revenue trends while uncovering areas for operational improvement, ensuring that strategies align with long-term goals. The platform's intuitive dashboards and robust visualization capabilities simplify complex data analysis, fostering a culture of proactive, data-driven management. This abstract explores how Power BI's advanced forecasting tools empower Intellias to maintain its competitive edge and achieve sustainable growth.

Intellias' strategic adoption of Microsoft Power BI demonstrates the transformative potential of advanced analytics in a modern enterprise. Across talent management, delivery processes, financial oversight, and sales and marketing optimization, Power BI has become a cornerstone of our data-driven approach, enabling precision, agility, and innovation. By integrating Power BI into every level of our operations, we not only unlock deeper insights but also foster a culture of informed decision-making and continuous improvement. The insights presented here showcase how Power BI has empowered Intellias to drive measurable outcomes and achieve sustained success in an increasingly complex and dynamic business landscape.

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МОДЕЛЮВАННЯ ФІНАНСОВОЇ СТІЙКОСТІ ПІДПРИЄМСТВА

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