

# Data Intelligence Services: Analytics

## Here's the problem...

55% of data collected by companies is not used.

*Where do you stack up?*

This phenomenon, known as Dark Data, can be sorted into two categories:

1. Data you know has been captured, but you don't know how to use
2. Data you are not sure with certainty that you have

This problem will only get bigger—in fact, it is projected there will be 175 zettabytes of data in the global datasphere. That is roughly 250 times the amount of all the grains of sand on all the beaches on earth.

It doesn't take a crystal ball to see that this growing amount of data changes everything about everything.

As more modern software solutions get further ingrained into our everyday lives, this flywheel of data will continue to accelerate—making it increasingly difficult to connect, visualize, and ultimately make your data actionable in an automated way.

The question is, will it be a virtuous cycle or a vicious cycle for you and your business

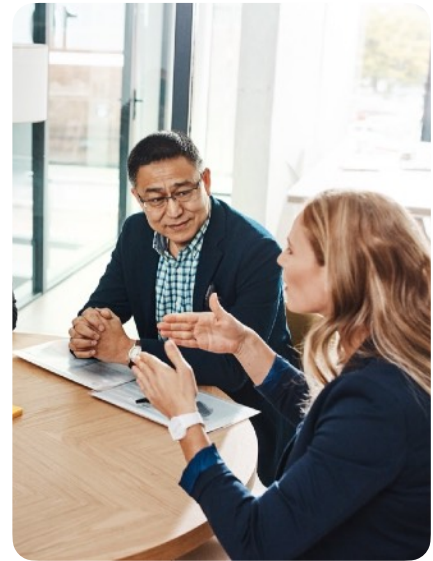
## How we ensure your success

We design and engineer cloud-native user-centric analytics solutions that help you visualize and understand your mission-critical data to improve operational efficiencies and create a better customer experience—ultimately improving your bottom line.

Becoming a data-driven and ultimately a data-differentiating company is a journey.

Our approach guides you through the complexities of determining what data you need, and how it should best be represented, to drive actionable insights.

We believe your business is unique. That's why we put YOU first.



HatchWorks' flexibility is impressive; they understand customer needs and create innovative solutions. They expertly structured a team to attack our specific problems and ask the right questions. They bring significant expertise in the broader digital space and are good people to work with who are team-oriented and collaborative.

—SVP, B2B Payments Company

## Types of dashboard solutions we build:

- ✓ Operational dashboards to monitor critical operational metrics
- ✓ Strategic dashboards to drive key initiatives
- ✓ Analytics dashboards to identify trends
- ✓ AI/ML dashboards to uncover patterns and enable predictions
- ✓ Embedded dashboards in customer-facing solutions

## Why HatchWorks?

At HatchWorks, we believe building a great analytics dashboard is both an art and a science. Your dashboard must be designed in a way that tells a story and makes it easy for the end user to achieve their “aha” moments quickly. Plus, it must be architected in a way that connects disparate data sources in a low latency, real-time and automated fashion—making your data an enabler versus an inhibitor.

We help make your analytics dashboard user-centric by following these core principles:

- Make the complex simple
- Tell a clear and compelling story
- Properly represent the data
- Enable self-service
- Make it actionable

The reality is you CAN implement analytics solutions to gain insight into your business and differentiate your offerings. With HatchWorks, you can tap into today’s best practices and industry knowledge.

- Whether you require a custom solution or want to leverage off-the-shelf platforms such as [QuickSight](#), [PowerBI](#), or [Tableau](#) for your analytics dashboard, we can meet your unique needs.
- **It is not enough** to just build an analytics dashboard—it must also be integrated with how you do business. From working with your current internal systems to being embedded in your customer-facing solution, it must be seamless. Our [Full Lifecycle Software Development](#) expertise allows you to work with one partner to make your solution a reality.
- Data and analytics dashboards need to be maintained, tuned and optimized over time. Our [Cloud Managed Services](#) offering allows us to manage your solution in the cloud, ensuring it is highly available, scalable, and secure through proactive monitoring and maintenance for a flat monthly price.

### Resources:

<https://priceconomics.com/companies-collect-a-lot-of-data-but-how-much-do>  
<https://seedscientific.com/how-much-data-is-created-every-day>  
<https://www.exasol.com/glossary-term/zettabyte-definition>  
<https://clutch.co/profile/hatchworks-technologies#reviews>

## How we put you in the data driver’s seat

### Strategy

- ✓ Begin with the end in mind
- ✓ Understanding the business problem(s)
- ✓ Exploratory data analysis
- ✓ Understanding key metrics
- ✓ Creation of a report and recommendations to get started

### Design

- ✓ Identify appropriate data sources
- ✓ Data modeling
- ✓ Mock- up and design dashboard prototype

### Development

- ✓ Data cleaning
- ✓ Build analytics dashboard
- ✓ Connect to appropriate data sources

### Application Management

- ✓ Deploy solution
- ✓ Set up user access and management
- ✓ Monitor to ensure ongoing performance

Ready to get started?

Ready to take the first step toward becoming a data-driven company? Speak to a HatchWorks expert today to get started with a **HatchWorks Solution Discovery** to ignite your vision.



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