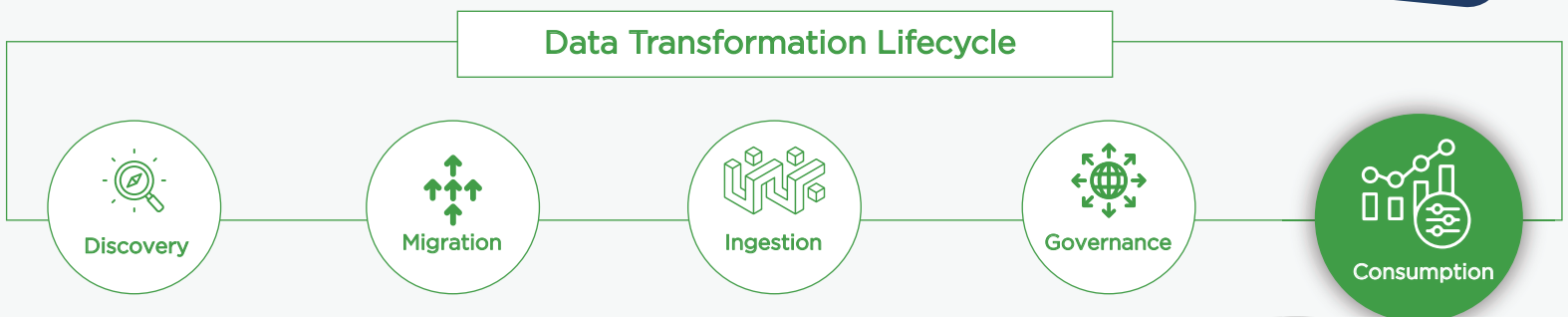


## Embedded Analytics

Modernizing application with embedded analytics for rapid development

Seamlessly integrate analytics such as reporting, dashboarding and, visualizations into an application

### Data Transformation Lifecycle



## Consume your data with Embedded Analytics

Explore and analyze the data, generate strategic insights, all within the existing workflow.



## Embedded Analytics with Amazon Quicksight



### Our Expertise



**Hundreds of**  
reports built



**40+** Data  
sources  
integrated



**Terabytes of**  
Data volume  
processed

## Quantiphi's Offering



**4 hour** interactive workshop spread across two days for problem understanding



Identifying key business problems and data points

## Quantiphi's Capabilities



Process to track and visualize key metrics using an embedded dashboard.



Understand the benefits of dashboarding

## CONSUMER BEHAVIOR ANALYTICS PLATFORM



The client wanted to collect, structure, and analyze large unstructured datasets to provide direction to their partners on creative, media, messaging, and communication strategy

### Solution

Quantiphi developed a platform that allows the client to isolate consumer groups based on known key characteristics and generate dashboards leveraging Amazon Quicksight embedded on their existing Web App

### Business Impact

- **>95% cost savings** compared to third-party APIs and **~60% reduction in monthly spend**
- Generated customer insights on personalized dashboards in **less than a minute**
- Automated organizational tasks and **reduced the time to market by 80%**

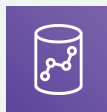
## Techstack



Amazon  
Quicksight



Amazon  
Kinesis



Amazon  
Redshift



Amazon  
Aurora



Amazon  
Athena



Amazon  
EMR



Amazon  
S3



Amazon  
Glue

Quantiphi is an award-winning applied AI and data science software and services company driven by the desire to solve transformational problems at the heart of business. Quantiphi solves the toughest and complex business problems by combining deep industry experience, disciplined cloud and data engineering practices, and cutting-edge artificial intelligence research to achieve quantifiable business impact at unprecedented speed.

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