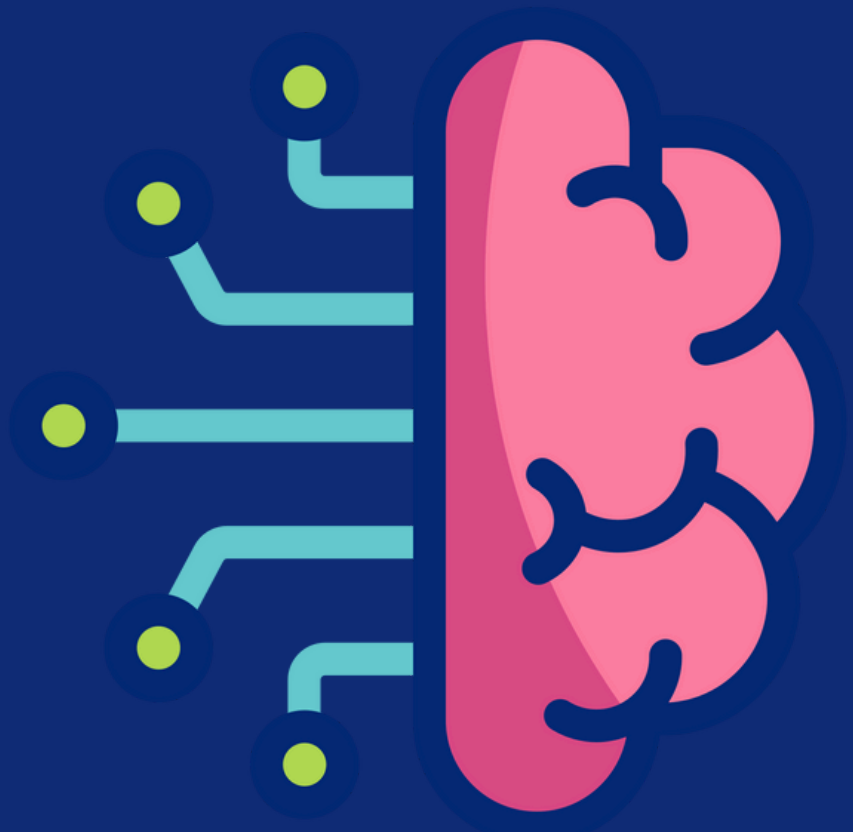
brainboxbi



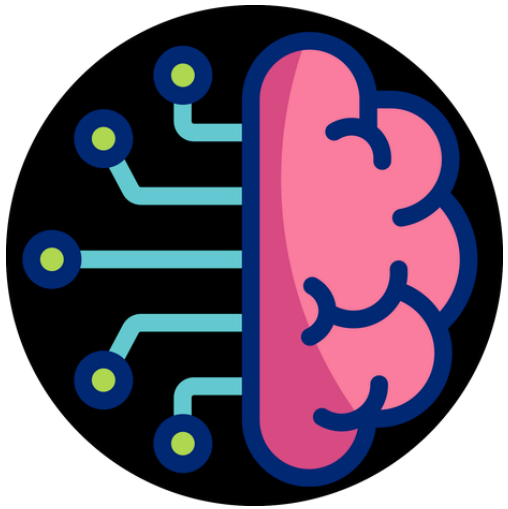
Proudly taking you from AI to BI since 2018

WWW.BRAINBOXBI.COM

Our Services

AI-as-a-Service

- Tailored AI Solutions
- Scalable and Flexible
- Expert Support



Business Intelligence-as-a-Service

- Intuitive Dashboards
- Seamless Integration
- Enhanced Data Governance and Security

About Us

Welcome to BrainboxBI, where we empower your business with cutting-edge AI-as-a-Service (AIaaS), and Business Intelligence-as-a-Service (BIaaS) solutions.

Since 2018, we deliver world-class data analytics, machine learning, visualisation, PowerBI, and data platform capabilities.

Customer Problem

A retail company's Power BI solution faced performance issues, with slow and inconsistent data refreshes and low user engagement. The solution, meant to act as a Data Warehouse integrating ETL processes and standardizing business metrics, suffered from complex ETL steps and direct-source dependencies, leading to unpredictable data availability and high licensing costs. Users lacked confidence in creating Power BI reports, many relied on Excel for analysis, and insufficient training and disorganized workspaces contributed to inefficiencies and frustration.

Journey

The project was tackled in three phases:

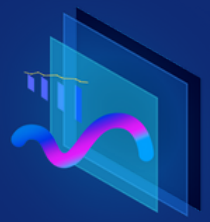
*1. **Data Warehouse**: Built a warehouse, ported SQL queries, developed a Datamart, and defined business logic.*
*2. **Data Model and Power BI**: Rebuilt the data model, organized measures, restructured workspaces, and cut data refresh time from 80 to 20 minutes.*
*3. **User Onboarding**: Formed user communities, provided support, created a SharePoint training site, developed tutorials, a "Data Inventory" dashboard, and data freshness alerts.*

Outcome

The client now enjoys a stable Power BI environment with a dedicated datamart, reducing data refresh times from 80 to 20 minutes. User confidence has improved due to increased reliability and involvement in development, with new starters benefiting from specific training resources. The new structure enables controlled user access and better admin visibility, ensuring consistency and best practices.

BI CASE STUDY

Power BI



Let you data fly with PowerBI

Business Intelligence-as-a-Service (BIaaS) with PowerBI

Leverage the power of data with our tailored PowerBI solutions, designed to provide you with intuitive dashboards, predictive analytics, and real-time reporting.

PowerBI Solutions by BrainboxBI

Optimized PowerBI Infrastructure

- Restructure and Optimize
- Data Governance and Security
- Single Source of Truth

Enhanced User Adoption and Engagement

- Professional and Consistent
- User Training and Support

Tailored Business Intelligence Solutions

- Custom Dashboards and Reports
- The Right Data at the Right Time

Scalable and Flexible

- Adaptable to Your Needs

Experience the Benefits of Enhanced PowerBI Solutions

- Improved Decision-Making
- Operational Efficiency
- Increased Competitive Edge

Ready to take your PowerBI solution to the next level? Let BrainboxBI help you optimize and scale your business intelligence capabilities. Contact us today to schedule a free consultation and discover how our PowerBI solutions can transform your data into a powerful asset for your business.

Customer Problem

A gift card company's challenge was to understand and reduce customer churn. The goal was to use Machine Learning to predict the likelihood of a customer stopping their purchase, thereby enabling the company to take proactive measures.

Journey

We gathered and cleaned data from various sources, focusing on key variables like purchase history and customer interactions. After building and validating a Machine Learning model to predict customer churn, we developed an automated process for continuous updates and application. The results were stored in a database and made accessible through a user-friendly front end, categorizing customers into red, amber, and green groups with explanations for their churn risk. This enabled retention managers to quickly identify and understand at-risk customers and the reasons behind their potential churn.

Outcome

The gift card company now has a robust system to predict customer churn, with an accurate Machine Learning model that enables proactive engagement with at-risk customers. The automated process keeps the model updated with the latest data, ensuring ongoing accuracy. The user-friendly front end allows the team to easily review and act on predictions, reducing customer churn and improving retention.

AI CASE STUDY

Harness the power of AI with BrainboxBI

Our AI-as-a-Service (AIaaS) offerings are designed to transform your operations, drive innovation, and deliver unparalleled results. From machine learning to natural language processing, we provide bespoke AI solutions tailored to your unique business needs.

Why Choose Our AIaaS?

Tailored AI Solutions

- Custom AI Services
- Industry-Specific Applications.

Scalable and Flexible

- Adaptable to Your Growth
- Flexible Pricing Models

Cutting-Edge Technology

- **Advanced AI Tools**
- **Continuous Improvement**

Seamless Integration

- **Smooth Transition**
- **Compatibility**

Expert Support

- **Guidance**
- **Training and Development**

SOME OF THE TECH STACK WE USE ...

Key AI Use Cases

Natural Language Processing (NLP)

- Enhance tasks like text classification, sentiment analysis, and document summarization

Churn Forecasting

- Identify at-risk customers and increase customer retention.

Customer Lifetime Value

- Evaluate key performance indicators for profitability in your business.

Timeseries Forecasting

- Predict temporal data for applications like website traffic analysis

Healthcare Data Science

- Improve patient outcomes with innovative data science solutions in healthcare.

Statistical Analyses

- Conduct robust experimental designs, A/B testing, and other statistical analyses.

Having worked with Alex on a number of occasions over the last couple years I would very much recommend him for any innovative project work within the 'Data Science" field. Alex has now completed four projects for us working for the German public authority as well as within various other Financial and media organisations. His work within the NPL projects has been groundbreaking and I wouldn't hesitate to have Alex work on further projects

Tariq Rahman
Talent Acquisition Manager at
HiveMind Network

The reporting and data accessibility for our business has been transformed (...). At times it has felt like a needle in a haystack but Andy is always up for a challenge and his good nature and sheer determination has meant we have overcome what felt like insurmountable problems

Anna Kidd
Product Owner at fusefabric

Contact Us Today

+447969295000

https://www.brainboxbi.com

alex@brainboxbi.com

Allia Future Business Centre Club, London Rd, Peterborough, United Kingdom, PE2 8AN

brainboxbi

Proudly taking you from AI to BI since 2018