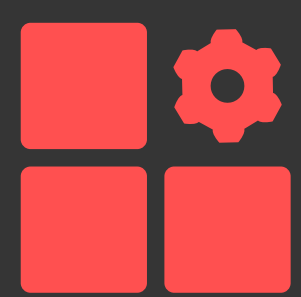


# Visual analytics, Data storytelling and Business intelligence with Looker



*"Data has huge inherent value, but it is failing to serve business leaders, in part because it is inaccessible and doesn't have proper context"*

## The real world BI challenges for the decision makers



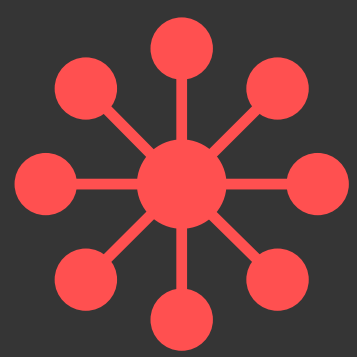
Analyzing data from different data sources



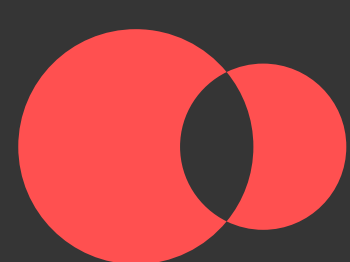
Businesses aren't measuring the right indicators



Lack of company wide adoption



Providing true self-service analytics



Poor interactivity & Sluggish performance



Expensive Total Cost of Ownership (TCO)

## We offer to make your data speak your decisions



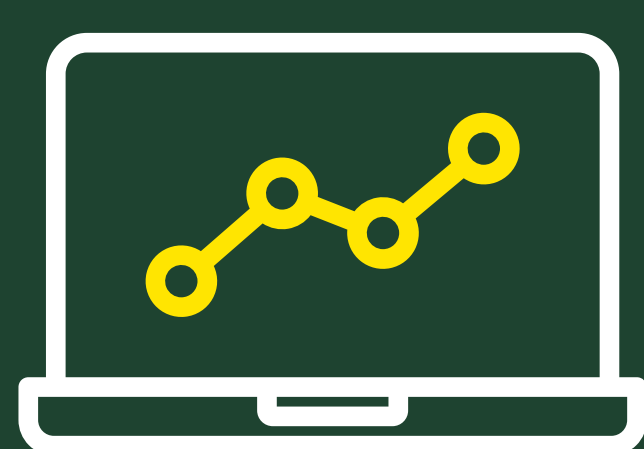
Data-driven workflows



Integrated Insights



Secure, governed single source of truth.



Modern BI & analytics



Multicloud and the power of choice



Embedded Analytics



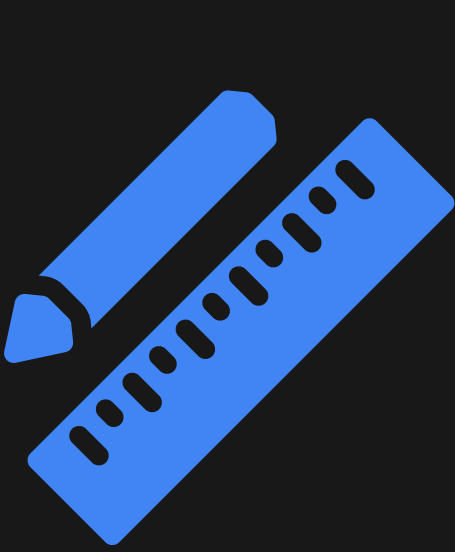


# Looker - The Next Gen Data Visualization Tool

Looker is Google Cloud’s enterprise-grade Business Intelligence (BI) platform based on a centrally-defined semantic-layer architecture that enables a full suite of BI and analytics capabilities in a secure, governed environment.

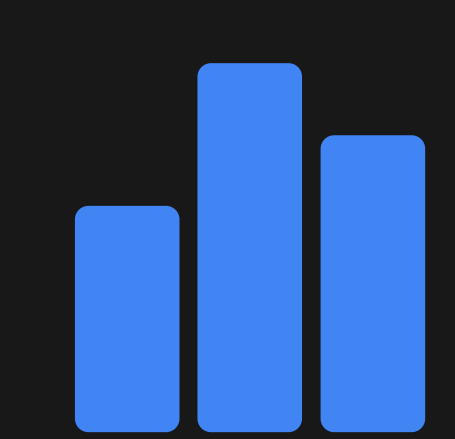
One of Looker’s greatest strengths is enabling organizations to turn insights into action through integrations with existing tools and workflows to drive better business decisions.

## Key Features of Looker



### Tailored Data Experiences

Leverage Looker’s extensible platform to deliver unique data experiences by building custom apps



### Modern BI & analytics

Conduct in-depth, consistent analysis with real-time dashboards. Get precise reporting by gathering fresh results



### Data-driven workflows

Drive successful outcomes and super-charge your operational workflows with reliable and relevant data



### Secure, Future-Proof Architecture

Use multi-cloud hosting and an in-database architecture that complies with SOC 2 Type 2, GDPR, HIPAA, and more. Scale with enterprise-grade encryption, administration, user permissions, and content management.

## Squareshift’s BI & Visualization Expertise

As a Looker Partner, we have demonstrated proficiency and have exhibited customer success by delivering best-in-class and scalable analytics services



LookML Modeling



Data Build Tool



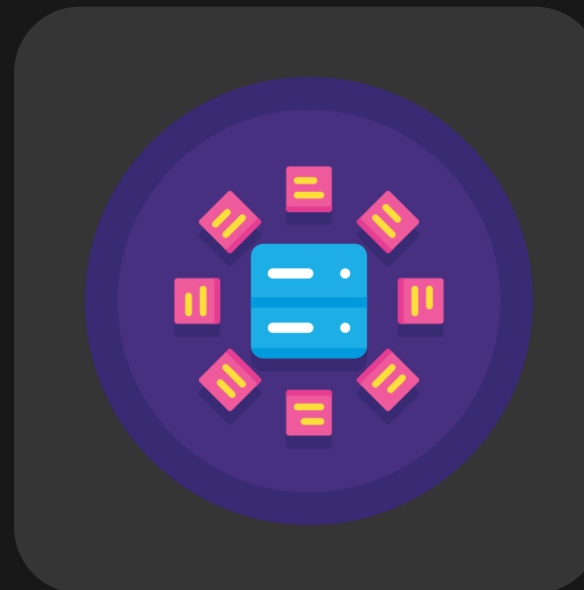
Hub And Spoke



Full Looker  
Deployment



Data Warehouse  
Design



ETL Design



# Our data & analytics consulting practise encompasses all levels of the analytics maturity model

## Data & Analytics Strategy



Define data & analytics vision for the client's needs



Build a Roadmap from current state to end state.



Platform selection: data platforms, & COTS products to fulfill client's analytics needs.



Assess current state and map to maturity level and desired end state



Program Design: Strategy. Success KPIs, and stakeholder buy-in.



Delivery planning project plan, risk mitigation, resourcing & delivery planning

## Level 1: Data Foundation

- Data warehouses and data lakes
- Cloud enablement and Data platforms adoption

## Level 2: Insights & analytics

- Reports, BI, & dashboards
- Pre-trained models with rapid PoCs for analytics.

## Level 3: Rapid AI/ML adoption, cognitive APIs

- Cognitive APIs from cloud providers to build analytics applications
- Cloud & analytics platforms to train, build and deploy specialised models

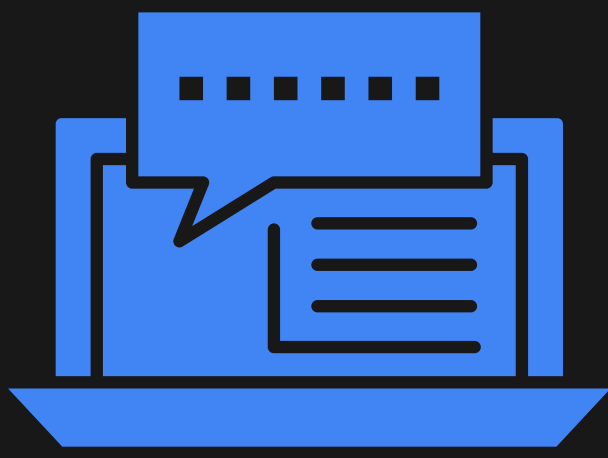
## Level 4: Custom Algorithms & MLOps

- Bespoke ML & DL to solve client's unique challenges.
- Fine tune performance & accuracy of existing algorithms





# Our Looker Business Intelligence offering



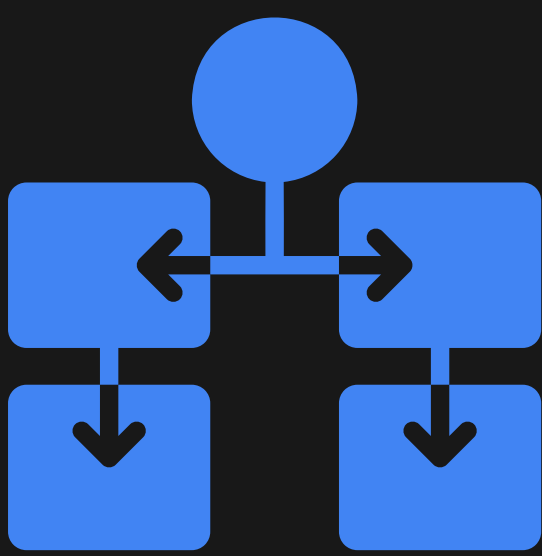
## Looker Consulting

- Requirement Discovery and Delivery Planning
- Data Readiness Assessment
- Data Cleaning and Preparation
- Data modeling, data architecture recommendations



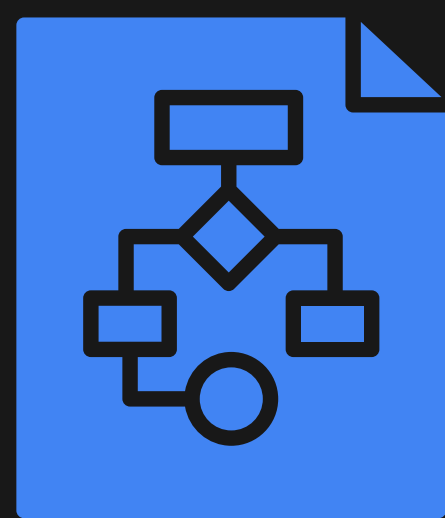
## Looker Migration

- Legacy to Looker Migration Service
- Accelerators to speed up the migration process



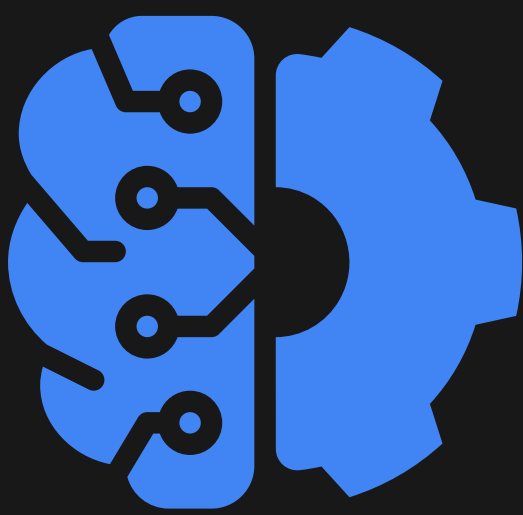
## Looker Implementation

- Implementation of contemporary data architecture and analytics solutions
- Readymade templates to speed up the implementation process



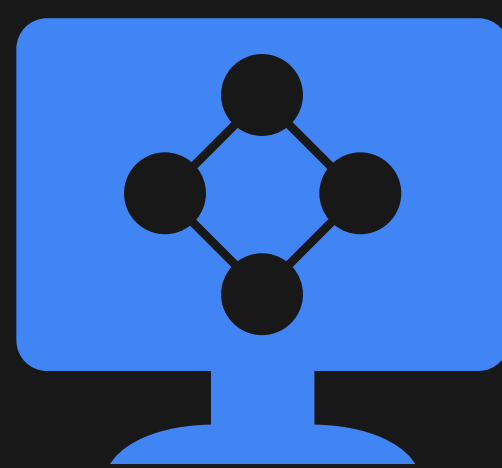
## Looker Integration

- Specialized in data source integrations
- Looker integration with tools like Jupyter, R Studio, Google Big Query and so on



## Looker Performance tuning & Management

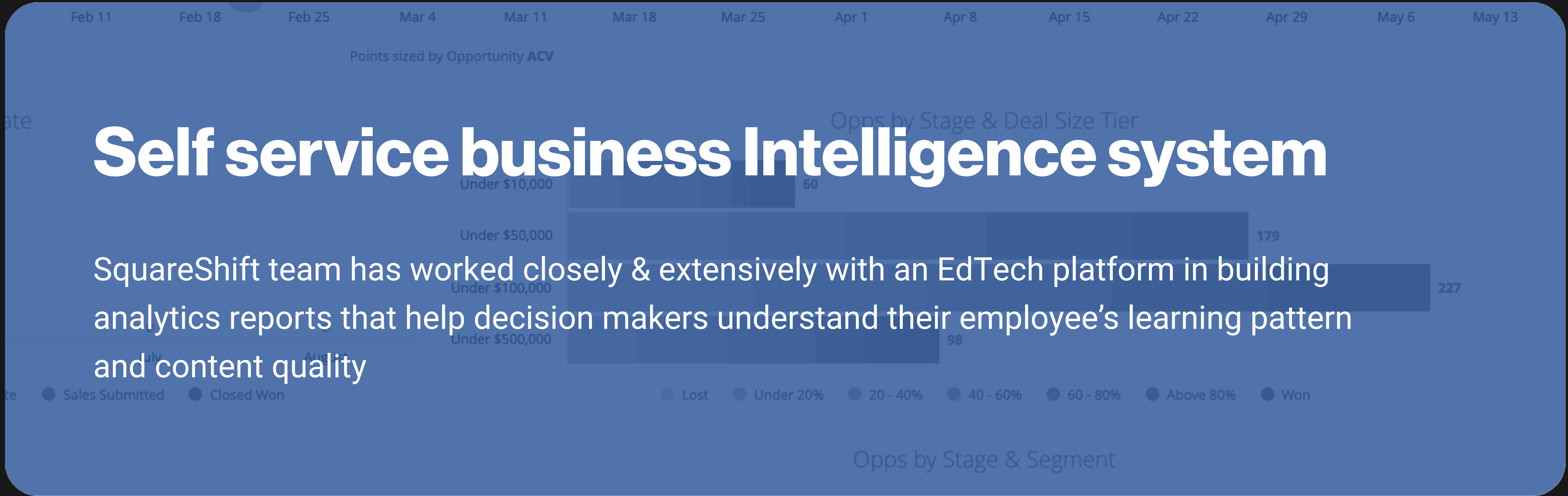
- Optimizing the query performance and the looker server performance
- Co-development sessions, documentation, knowledge transfer to a successful implementation



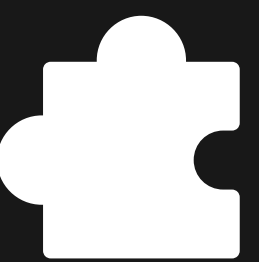
## Analytic and Machine Learning

- Scalable machine learning service with Google TensorFlow and BigQuery integration
- Accelerate to provide next Generation embedded analytics in digital transformation



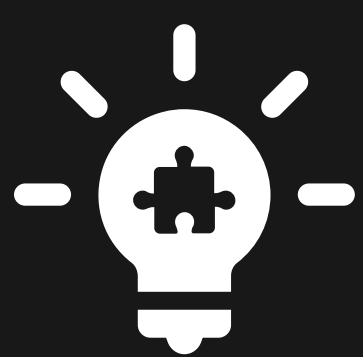


## Challenge



- The client wanted insights from a large scale platform, at near-real-time
- Capture and process millions of user events and metadata from CloudSQL in a near real-time environment
  - Consolidate business data from multiple sources, dedup, and enrich for integration with event data
  - Make the data available to customers and the data science team, self-service way

## Solution



Looker certified solution architects from SquareShift Technologies worked with the customer and designed a blueprint architecture with 100% Serverless components. A detailed TCO analysis was also done so that the customer is clearly aware of the benefits of Looker reporting.

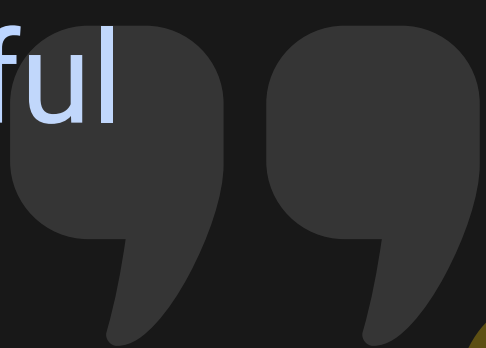
## Results



Insights are computed and available to the end-users in near real-time Internal data science team and external customers can run the ad-hoc queries using BigQuery in a secured way Usage-based cost of BigQuery and CloudFunction reduced the cost overall. Our looker experts created a dashboard for them to get the near real time insights



The new dashboard for their reporting had helped the client to harness the power of data at a more improved level and thus the decision making was more impactful

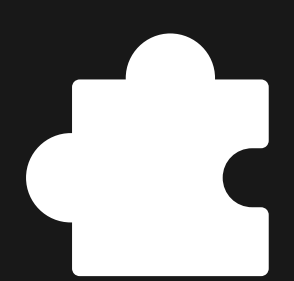




# Build dashboard with embedded analytics

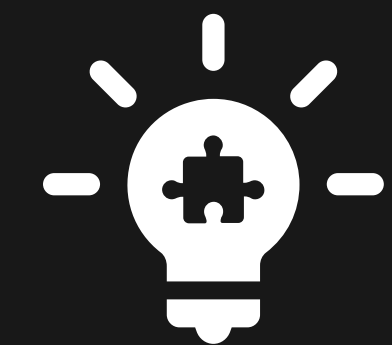
SquareShift team has worked closely & extensively with the fintech client to deliver modern data experiences faster and generate new revenue streams by embedding analytics into apps and sites.

## Challenge



The client desired data intelligence reports regarding their customer activities to be available within their existing applications and site.

## Solution



Our lookout certified professionals, together with other data engineers, assisted the business in creating a dashboard that will provide a more clear and unified report on customer activities. Customers, on the other hand, have access to a dashboard that provides insights into their own activity as well as recommendations.

## Results



Made Data Analysis and data intelligence more accessible on the companies application



Built a customisable dashboard that can provide insights to customers on their activity pattern

“The new dashboard helped the organization to have more customer engagement and the client can effectively recommend the customers based on their activities in the application”





# Unleash your data with SquareShift

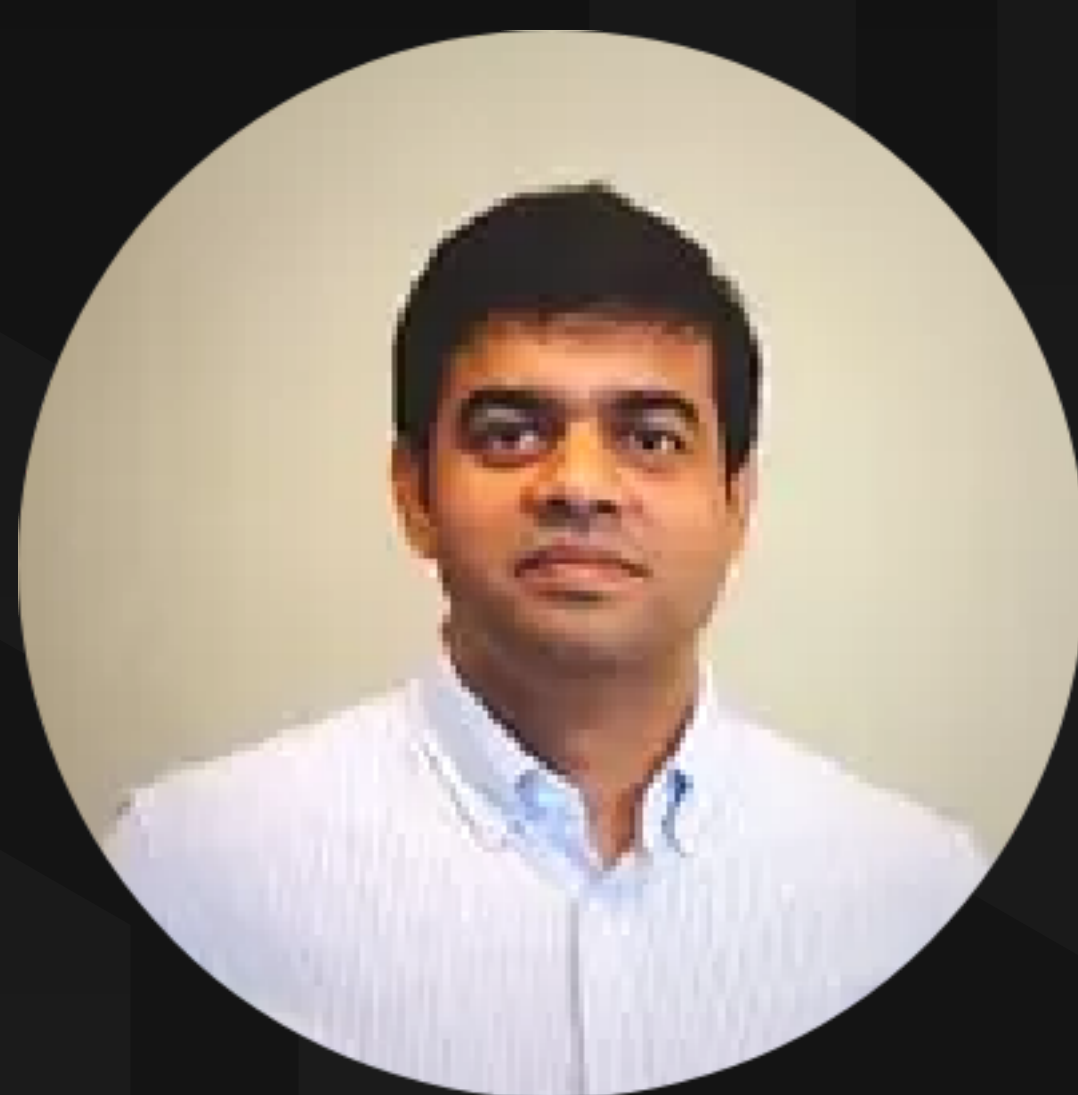
Reach us at [contactus@squareshift.co](mailto:contactus@squareshift.co)



SQUARESHIFT

SquareShift is a technology company committed to be a trusted partner in your digital transformation and cloud adoption journey. We serve a broad range of clients from VC-backed startups to Fortune 500 companies. As a cloud and digital transformation partner, we have helped a number of organizations adopt cloud technologies through engineering, innovation and delivery excellence. With a presence in the USA, Singapore and India, we work round the clock to deliver value and impact to our global clients.

## Contact



**Elango Balusamy**

CTO, SquareShift

[elango@SquareShift.co](mailto:elango@SquareShift.co)



**Harshavardhan Shinde**

Regional Director, SquareShift

[elango@SquareShift.co](mailto:elango@SquareShift.co)

