

A background image showing a business meeting with several people in business attire. They are gathered around a table covered with various documents, including line graphs, bar charts, and pie charts. One person is pointing at a document with a pen. The entire scene is overlaid with a semi-transparent green filter.

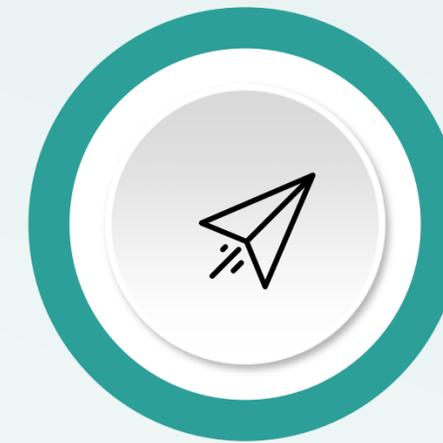
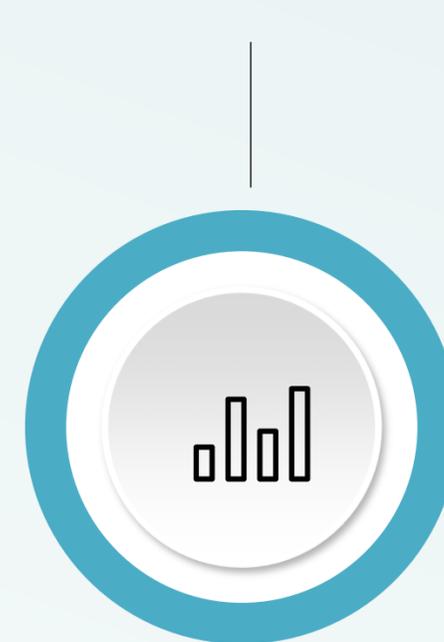
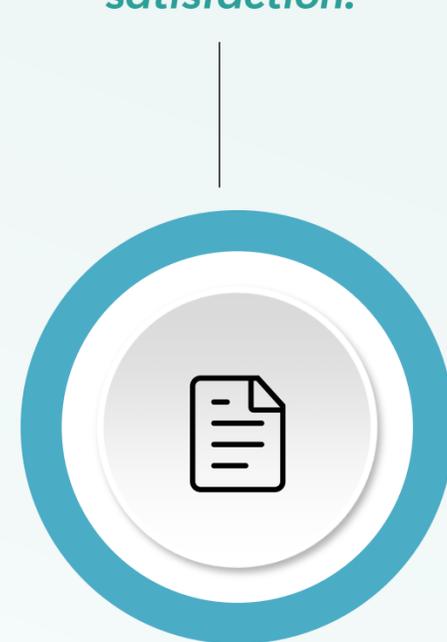
# CARBON EYE

Redefine, Enhance, Sustain

# Why BI is Crucial for Your Business?

## Enhanced Customer Satisfaction with BI

Clutch (2023): **72%** of small businesses with BI consulting see improved **customer satisfaction**.



## Data Inefficiency Concerns

Forbes (2019): **60%** of businesses report **time wasted** on inefficient data handling.

## Limited BI Adoption Among Indian MSMEs

Assocham's report highlights the **limited BI adoption** among Indian MSMEs, with just **25%** utilizing such technologies.

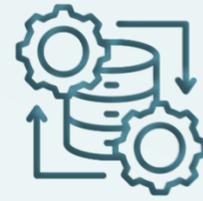
## Positive Impact of BI Implementation on SMBs

Forrester: SMBs with BI solutions see **322% ROI**. Aberdeen: **23% higher profitability**, **20% faster growth** for those with effective BI practices.

# What we do?



Improve your overall  
data quality



Streamline access to multiple data  
sources



Adapt to business requirements  
and opportunities



Develop a solid business intelligence  
vision and strategy



Implement effective business  
intelligence tools



Take action on new insights and  
recommendations



Maximize ROI with comprehensive  
BI & Analytics Solutions

# 4 Pillars of our Business Intelligence & Analytics

## Our Services

Flipcarbon's business intelligence consulting efforts can range from a single consultant creating a roadmap to implementing a BI solution to full design and development implementing a complete end-to-end BI solution.



[Data Quality Management](#)



[Data Integration](#)



[Dashboards & Data Visualizations](#)



[Advanced Analytics Driven Strategy](#)

# Cornerstones of our offerings

## Zero Insights Delay:

Real-time analytics



## Zero Data Complexity:

Simplified data visualization



## Zero Strategic Blindness:

Strategic foresight and scenario planning



## Zero Uncertainty:

Predictive analytics



## Zero Insights Overload:

Tailored insights delivery



# Our Framework



## Discover

Dive deep into your needs. Identify your key opportunities and map your path to analytics success



## Design

Identify actionable opportunities and challenges in your organization with high ROI and quick time to value



## Develop

Start fast with a focused team of experts to dispel doubt and prove value with rapid prototypes.



## Deploy

Lay the foundation of repeatable business value with minimal viable products and flexible platforms.



## Debrief

Safeguard success and mitigate risk with mature ops, compliance, governance and management

# What Execution Looks Like?

- 01** Perform *initial discovery*, assess client needs, *document business goals* and objectives, and create an action plan.
- 02** Acquire and connect the data, validate and cleanse it, *develop data management processes*, and analyze.
- 03** Evolve analysis and reporting, adapt implementation, and *develop* new *dashboards* as business changes and matures.
- 04** Foster *empowerment* within internal teams through *self-guided analytics* for sustainable results.

## How We Deliver?

Strategy



Drive the Implementation



Optimize



Training

# Phase 1

## Preparation and Discovery Phase



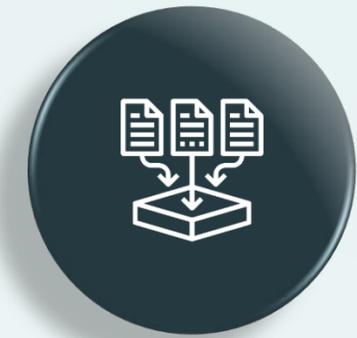
### PROJECT KICK-OFF

- Understand project goals, scope, and expectations.
- Align with the team and stakeholders.
- Know the project background and problem to solve.



### REQUIREMENT GATHERING

- Engage stakeholders and users to gather requirements.
- Identify data sources and metrics needed.
- Document requirements for clarity.



### DATA COLLECTION

- Collect and ensure quality of necessary data by
- Coordinating with all cross functional teams to streamline data collection.

# Phase 2

## Execution and Validation Phase



### ANALYSIS AND INSIGHTS

- Analyze data to uncover patterns and insights, using
- Visualization tools and identifying key metrics.



### SOLUTION DESIGN

- Design dashboard & analytics on insights, collaborating with the team to meet project goals.



### EXECUTION AND TESTING

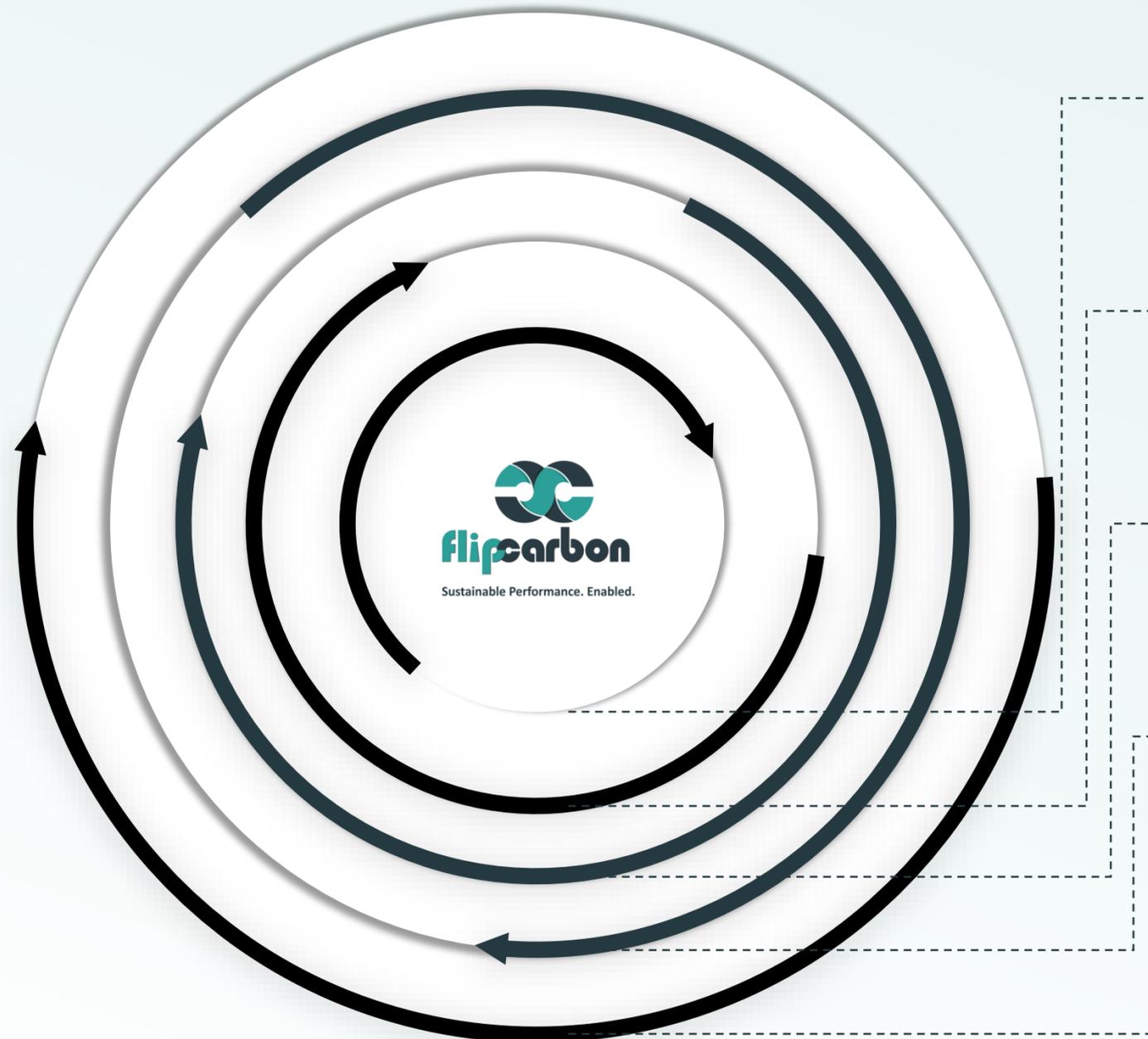
- Implement, test and present the dashboard to management along with AI/ML Commentary



# THE DIFFERENTIATOR

What sets us apart

# The Differentiator



Single window view of 'What is going wrong where in your entity/business process' risk and control landscape



Customized to meet business needs in order to facilitate scalability across processes while mitigating risks.



Key KPIs curated based on Flipcarbon's deep consulting and industry experience



Facility to perform self-analysis along with guided analytics



Comprehensive alert system based on trends, thresholds, comparisons and correlations

# Best Value for Money (By Far!)

- It is not easy to access the top **business analysts** in India. They are mostly in high-level positions at billion-dollar MNCs.
- Cost Effective Business professionals may lack the expertise required to truly solve your organization's challenges.
- This is the gap that Flipcarbon plugs. We provide access to some of the **Best business analysts** on a part-time basis.
- Obtain the **best data driven strategies**, drive sustainable, **high-performance** and engineer a **reliable Business Intelligence Architecture** within budget limitations.

**USP #1** Engage Flipcarbon at **10%** of the cost of a top-level Business Leader, obtain the same expertise and achieve an **exponential and sustainable** improvement in your growth agenda.



# What CarbonEye Can Do For You?



**Finance 360**, providing a holistic view of the organization's performance by tackling the relevant facets of the business



**Sales and marketing Analytics**, providing insightful analytics to maximize profitability as per changing customer needs



**KPI Tree**, offering a command center, helping the Key management personnel to initiate actions



**Cash Flow Analytics**, enabling intuitive understanding of the cash conversion cycle leading to optimization of working capital



**Spend Analytics**, offering a strategic view into spend analytics as a precursor to Procurement and Supply Chain Transformation



**Process Mining**, leveraging Flipcarbon's data-oriented analysis techniques for process mining to improve business process along with future optimization



# Bespoke Solutions



- When it comes to Business Intelligence Consulting services tailored for SMBEs, we stand head and shoulders **above the rest.**
- Our Business leaders possess a wealth of experience spanning **various industries, growth** trajectories, **business models**, challenges, and company sizes.
- They have successfully **navigated diverse** environments and have a deep understanding of **the complexities** and business dynamics in Manufacturing Organizations.
- Our solutions are custom-made and implemented based on **YOUR needs** and aspirations.

**USP #2** Solution that is specially **crafted** for **YOU**

# Our Dream

Our leadership - some of the best leaders in the Business Consulting Space came together with the dream to help India and its citizens like YOU, fulfil their dreams.

**OUR BUSINESS IS TO MAKE YOUR BUSINESS GROW**

India has nurtured countless TALENTED professionals who have excelled in their respective fields.

As a result, many small and medium-sized businesses (SMBs) in India face challenges in accessing and leveraging top-notch talent to realize their aspirations.

A SIGNIFICANT number of these exceptional individuals either work for multinational corporations worth billions of dollars or seek opportunities abroad.

# LEADERSHIP TEAM



**DEEPAK KEWALRAMANI**

PARTNER  
CFO PRACTICE

Ex-cfo, Enhance Group,  
Oman, Kirby Building  
System  
EX- Head Finance, SAB  
Miller



**ALOK RANJAN**

CHIEF EXECUTIVE  
OFFICER

Ex-people Director  
Abinbev India



**HINA AGARWAL**

PRINCIPAL CONSULTANT,  
BUSINESS CONSULTING

Ex-head Finance, Farmlink,  
Wipro Consume Care, Jindal  
Steel



**PRABHASH NIRBHAY**

FOUNDER

Ex-head HR  
Sabmiller India



**NIYATI RAO**

PRINCIPAL CONSULTANT,  
BUSINESS CONSULTING

Ex-consultant, Tata Capital,  
Rainmaker Solutions, Meru  
Cabs, Willis Limited



**RAJESH SAHAY**

PARTNER  
ENTERPRISE CONSULTING

Ex-chro  
WIPRO Consumer Care



**SONIYA MITTAL**

PRINCIPAL  
CONSULTANT, BUSINESS  
CONSULTING

Ex- Head Hr Consultant  
,Reserve Bank Innovation  
Hub,  
Tcs,

# LEADERSHIP TEAM



**ABHIMANYU KUMAR**

PARTNER  
CHRO PRACTICE

Ex-head HR  
IDFC First, Bajaj Finserv,  
Abinbev India, Dabur  
International



**ANUJA SAHU**

PRINCIPAL CONSULTANT,  
BUSINESS CONSULTING

Ex-HR Director,  
Exportwaala, Ex-associate  
Director, Byju's, Ex- Hr  
Deputy Manager, Samsung



**AJAY AURORA**

PARTNER  
ENTERPRISE CONSULTING

Ex-head HR  
Ocwen Financials ,  
Edelweiss Capital



**SUPRIYA KAMBLE**

PRINCIPAL CONSULTANT,  
BUSINESS CONSULTING

Ex-corporate HR  
Manager L&d And Pms,  
Writer's Corporation,  
Ex-sr. Executive Hr,  
Infogain India



**SURANJAN DASS**

PARTNER  
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Ex-operations Director  
Abinbev India, Marico



**MANALI GODAMBE**

PRINCIPAL CONSULTANT,  
BUSINESS CONSULTING

Ex- Manager HRBP, Mac-  
chem Products, Ex-manager  
– Hr, International Sos  
Services



**HIMANI GOSWAMI**

PRODUCT MANAGER

Ex-product Marketing  
Manager, Storyplayer, Ex-  
product Marketing Manager,  
Bordertree Technologies,



# OUR CASE STUDIES

Our Successful Projects

# Digital Acceleration Consulting

## SITUATION:

- Facing shifts in consumer behavior and heightened competition, a Norwegian tech startup focused on customer service and maintenance recognized the imperative need to embark on a journey of digital transformation.
- A data driven enterprise wide BI Consulting project was undertaken to:
  - Digital Accelerator: Upskilling employees for the digital age and **empowering** their internal data team
  - Developing a **robust KPI framework** for their call center vertical and also for Human resource managements to ensure inclusivity and diversity, gender equality etc.
  - Data from over **8 sources** was extracted, cleaned, and validated using the **ATOM framework**.
  - Dashboards were implemented across departments to provide real-time visibility into service performance and HR metrics.

## PROBLEM STATEMENT



Extended wait times & High agent turnover



Limited Digital Fluency



High customer churn rate & Ineffective retention strategies

## SOLUTION

### Phase 1

Data Assessment and Planning

### Phase 2

Dashboard design and development

### Phase 3

Integration and deployment

### Phase 4

Optimization and monitoring

Our Data analysis fuels targeted strategies, slashing churn by **15%**. Power BI dashboard optimizes performance, reducing wait times by **20%** ensuring a data driven call center. Visualization spark discussion, boosting female leadership by **30%**

## OUTCOME



Empowered Workforce



Streamlined Operation



Inclusive Culture

# Data infrastructure Consulting

## SITUATION:

- An UK airline faced **slow complaint resolution**, **missed personalization**, and **operational inefficiencies** due to **manual** data capture and **limited visibility** into maintenance and weather disruptions. **Risk management** was also **neglected** in service strategies.
- We helped them implement a **automated feedback capture system** along with a **robust data governance framework**, along with 4 dashboards across operations and maintenance verticals for **real time insights**.
- This resulted in **20% faster complaints** resolution, **15% surge** in in-flight sales, **10% jump** in **on-time departures**, Complete visibility over operations with **real-time reporting**, **Elimination of strategic blind spots**, Enhanced **data management practices**

## PROBLEM STATEMENT



Fragmented data infrastructure



Automated data capturing



Risk management sidelined due to unreliable metrics

## SOLUTION

Phase 1

Data Assessment and Planning

Phase 2

Dashboard design and development

Phase 3

Integration and deployment

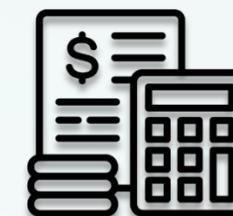
Phase 4

Optimization and monitoring

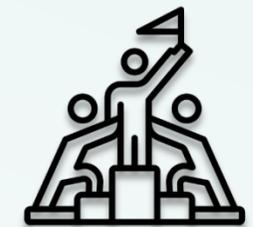
## OUTCOME



Automated data collection



Robust data governance



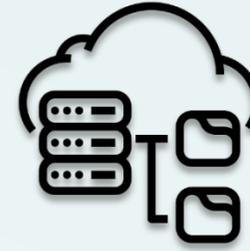
Real time analytics

# Strategic Business Intelligence Consulting

## SITUATION:

- A FMCG company approached us to enable them drive aggressive business growth to achieve their moon shot target and create a data driven sales & marketing strategy
- We **customized** a KPI framework, achieving a **30% anomaly reduction** for confident decisions. Collaborating closely with their data team
- We **minimized errors** for heightened efficiency. Working alongside sales and marketing, we achieved a **20% segmentation improvement** for targeted strategies.
- Our BI ecosystem implementation ensured seamless integration, eliminating data silos operating in isolation.

## PROBLEM STATEMENT



Fragmented data infrastructure



Data integration



Lack of reliable metrics causing decision paralysis

## SOLUTION

### Phase 1

Data Assessment and Planning

### Phase 2

Dashboard design and development

### Phase 3

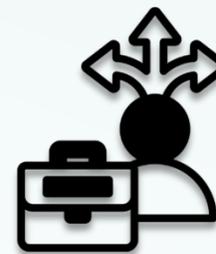
Integration and deployment

### Phase 4

Optimization and monitoring

Our data-driven dashboards **improved decision speed** and accuracy by up to **82%**. Our solutions led to up to **15%** cost savings through **efficient resource allocation**. Stakeholders experienced a **75%** increase in **strategic initiative implementation** rate with our dashboards.

## OUTCOME



Agile Decision Making



Systemized cost administration & control



Empowering informed leadership

# Corporate BI Consulting

## SITUATION:

- Cybersecurity titan Securelayer7 envisioned explosive expansion in North America, but disjointed strategies, process inefficiencies, and compliance hurdles threatened their ambitions.
- **Real-time CEO dashboards** led to a 25% increase in decision-making speed and accuracy, resulting in **swift strategic alignment**.
- Data-fueled strategies drove a **2x revenue surge** within just 12 months, exceeding initial growth projections by 50%.
- Streamlined processes and structured management routines, guided by dashboard insights, led to a **30% reduction in operational costs** and a **20% increase in productivity**.
- Enhanced cash flow management and fortified GRC frameworks resulted in a 15% increase in profitability, surpassing EBIDTA projections by 2X

## PROBLEM STATEMENT



Varied data formats & Departmental silos



Manual reporting & Delayed data updates



Lack of Real time insights

## SOLUTION

### Phase 1

Data Assessment and Planning

### Phase 2

Dashboard design and development

### Phase 3

Integration and deployment

### Phase 4

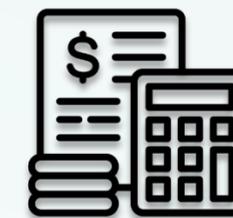
Optimization and monitoring

Real-time CEO dashboards boosted decision-making speed by **25%**, fostering strategic alignment and improving corporate governance by **removing data silos** and implementing a robust data capturing framework.

## OUTCOME



Frictionless cross functional reporting



Systemized cost administration & control



Robust Data Governance

# Transform your business with data - Let **Flipcarbon** guide your journey.



Flipcarbon Integrated Solutions Private Limited

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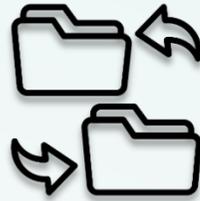
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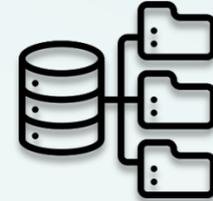
Bangalore | Delhi | Mumbai | Chennai | Ranchi

# Data Quality Management

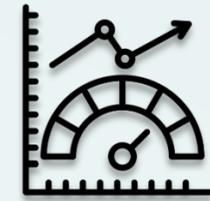
We **BUILD** *Analytical solutions* that go beyond, while including



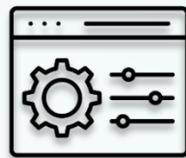
Data Profiling and Cleansing



Data Standardization and  
Governance



Metrics and Monitoring



Metadata Management and Validation



Data Access



Data Preparation and Integration



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# Data Integration

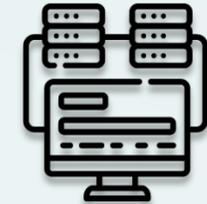
We **BUILD** *Analytical solutions* that go beyond, while including



Hybrid And Cloud Integrations



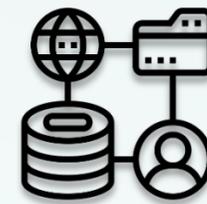
API Management



Master Data Management



Application and System Integration



Data Consolidation & Replication



Data Virtualization & Federation



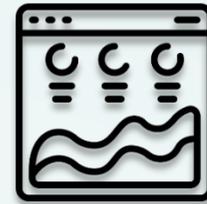
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# Dashboards & Visualization

We **BUILD** *Analytical solutions* that go beyond, while including



Reports Based on Business  
Roles



Self Service Reporting



Customized Reporting



Real time Reporting



Dashboard Design & Revisions



Mobile Access



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# Advanced Analytics Driven Strategy

We DESIGN *data driven strategies* that go beyond, while including



[HR Transformation](#)



[Finance Reconstructing](#)



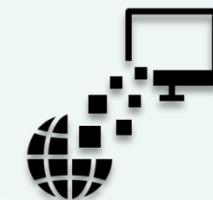
[Supply Chain Management Optimization](#)



[Sales & Marketing Planning](#)



Technology Transformation



Digital Transformation



[Click here to go back](#)



# OUR REPORTING SOLUTIONS

Blindfolded business? Not your style. See the light with Carbon Eye.

# Financial Planning & Analysis

Through agile Financial Analysis, we expose inefficiencies and **reinforce** your **financial structure**. With **clear foresight and strategic planning**, we spur profitability and sustainable growth



## Budgetary Analysis

**Actual vs. Targets Analysis,**

**Monthly Management Information System (MIS)**

**Variance analysis,**

**Trend analysis,**

**Forecasting**

**Sensitivity analysis and Scenario analysis**



## Profitability Analysis

**Region-Wise Profit and Loss Analysis, Vertical-Wise Profit and Loss Analysis, Identification of Revenue Drivers and Cost Centers**



## Ratio Analysis

**Liquidity Ratio, Solvency Ratio, Activity Ratio & Profitability Ratio, Efficiency & Market Value Ratios**



## Cash Cycle Analysis

**Days Sales Outstanding (DSO), Days Payables Outstanding (DPO), Days Inventory Outstanding (DIO) and Cash Conversion Cycle (CCC) Analysis**

# HR Analytics And Performance Measurement Framework

With **OKRs**, a **Balanced Scorecard**, and a **robust Performance Management Framework**, we help you identify and address weaknesses to enhance efficiency, productivity, retention rates, training effectiveness, and ultimately improve your bottom line.



## Attrition analysis

**Sentiment analysis**, assess overall outcomes, and consider factors such as position, region, and interviews. Scan **project completion rates** and team revenue. Analyze **employee turnover** across various aspects, including HIPO attrition, business units, reasons, tenure, pay policies, performance, safety, and work hours.



## Performance Measurement Framework

Compare **Budgets to Actual Performance**, **Monthly HR Reports**, **Monthly 1-on-1 Meetings**, **Individual Reporting Status**, **Employee Rating Tracking**, and **Performance-Incentive/Salary Hike Correlation**.



## Headcount analysis

**Source wise number of recruitments**, cost per lateral hire, new hire vs lateral hire **performance appraisal**



## Other Analysis

**Productivity analysis**, **learning and development analysis**, **leave analysis** and **overtime analysis**

# Sales & Marketing

***Stuck in a growth rut? Losing valuable customers?*** We track progress, pinpoint profits, and empower you to keep customers coming back. Fuel your business with actionable insights and expert support.



## Campaign and Channel Profitability Analysis

- Assess **campaign** and **channel performance** for profitability
- Identify **top-performing campaigns** and channels
- **Optimize resource allocation** for maximum ROI
- Track **month-on-month sales growth**
- Identify **trends** and **regional variations**



## Cohort Behavior Analysis

Segment customers for behavior analysis, Track cohort performance over time, Tailor strategies for each cohort's needs, Forecast customer churn with predictive models, Identify factors contributing to churn, Implement targeted retention strategies



## ROI Analysis of Marketing Spend

Evaluate ROI for marketing campaigns, Optimize spend allocation for lead generation, Refine strategies for maximum cost-effectiveness.



## Other analysis

Evaluate sales performance and efficiency, Measure individual contributions to revenue, Rank sales representatives based on performance, Pending sales analysis.

# Product Insights

**Feeling overwhelmed by product data?** Struggling to understand what sells, where, and why? Our experts unlock hidden insights to help you:



## Supplier Risk Assessment

- **Supplier Scorecard**
- Vendor Selection
- Financial Stability Analysis
- **Performance History Review**
- Supply Chain **Resilience Assessment**



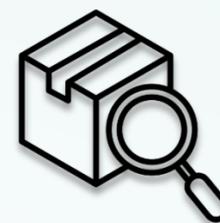
## Territory Sales Breakdown

- **Sales Performance by Region**
- Market Share Analysis
- **Customer Demographics** by Territory
- Growth Opportunities Identification



## Time Intelligence

- Trend Analysis
- **Seasonal Patterns Recognition**
- **Time-to-Market Evaluation**



## Supplier Insights

- Supplier Performance Metrics
- **Cost Analysis**
- **Quality Evaluation**

# Production & Inventory

*Imagine saying goodbye to backorders, lost sales, and inefficient production processes.* Our data-driven approach helps businesses like yours achieve just that. We'll help you optimize your entire production and inventory chain, from raw materials to finished goods.



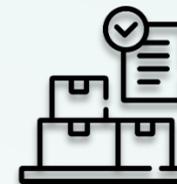
## Capacity Utilization

- Production vs utilization
- Plant wise production yield
- First pass yield
- **Planned vs actual production**
- **Plant efficiency analysis**



## Equipment Analysis

- **Mean Time to Repair (MTTR)**
- **Mean Time Between Failures (MTBF)**
- **Lost capacity**, Running hours vs breakdown hours
- Equipment wise MTTR, MTBF trend



## Inventory ageing

- Provides insights on **different buckets of inventory ageing**, Days/Weeks on Hand
- **Stocks to sales ratio**, **Sell through rate**, Backorder rate,



## Inventory Movement Analysis

- **Time to receive**, Put away time, **Lost sales ratio**, Perfect order rate
- **Inventory Carrying cost**, **Customer satisfaction Score**, Order cycle time