

**aaum**  
research & analytics



**geniSIGHTS**

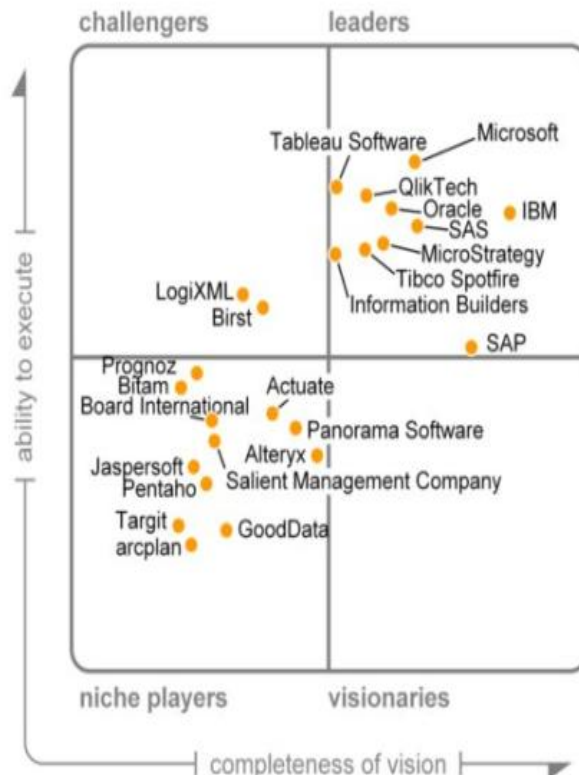
**Sep, 2013**

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# Business Intelligence as we know...

## Magic Quadrant for BI Platforms



As of February 2013

(From "Magic Quadrant for Business Intelligence and Analytics Platforms," 5 February 2013)

**Gazillion Products are available in the market**

**Extensible across Technologies, Platforms, Devices**

**Business people can generate complex reports with the pre-defined metrics**

**Report Generation at ease with no need for technical understanding**

**Reports available at the cost of a dime**

**Gartner**

# A Relevant BI solution to get actionable insights quickly

## Market offerings

**Generic not my problem specific.**

**Why should I pay for what I am not going to use?**

- I can pay for the feature when I need it

**User levels not sufficient but can't ask more as it would shoot up the costs**

**I don't have the bandwidth to understand the "simple" implementation instructions**

**I need advise to represent things better and insightful but how?**

**"It costs a dime" but I need much more than that!**

## Advantage geniSIGHTS

**E**xactly your Product

**X** ROI

**C**ustomizable as you need it

**E**nhanced with advanced analytics

**E**xtensible in cloud & Big Data environment

**D**edicated team building insightful solution

**S**calable BI initiative

**If seeing is believing, see how geniSIGHTS evolved...**

# Making of the Magical Lamp

3

Years

6

Exclusive Projects

5

Domains



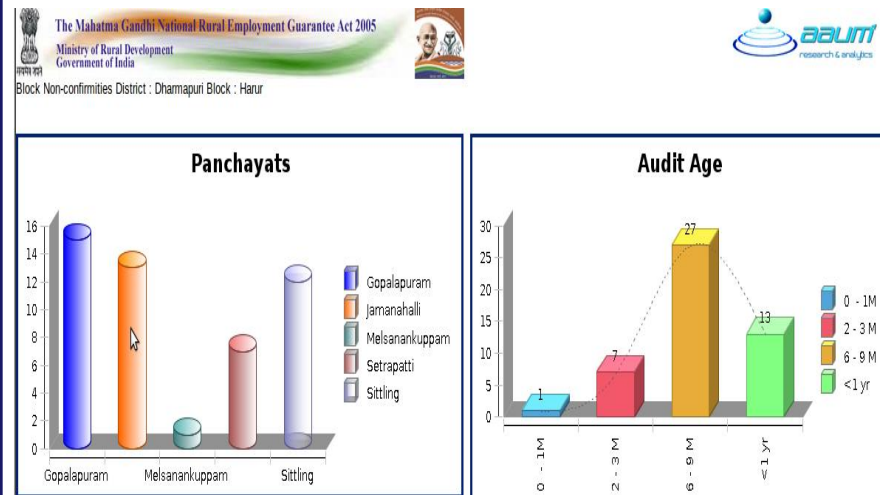
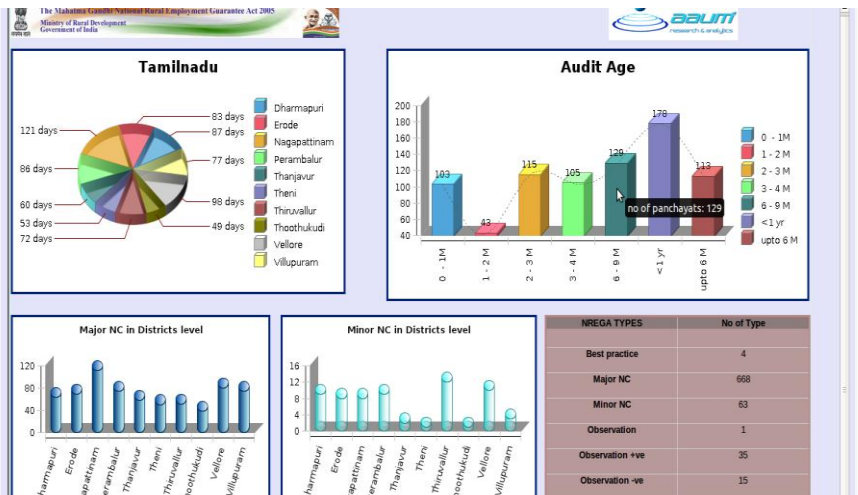
# NREGA DASHBOARD

Simple  
Dashboard

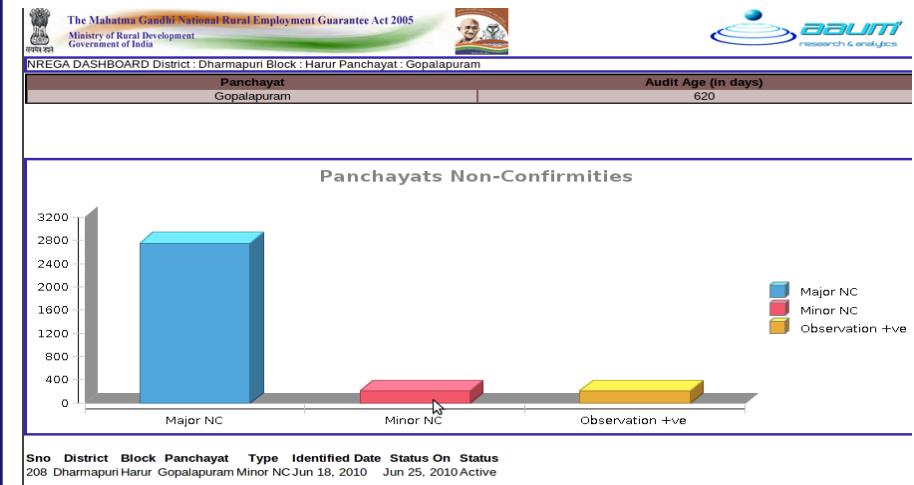
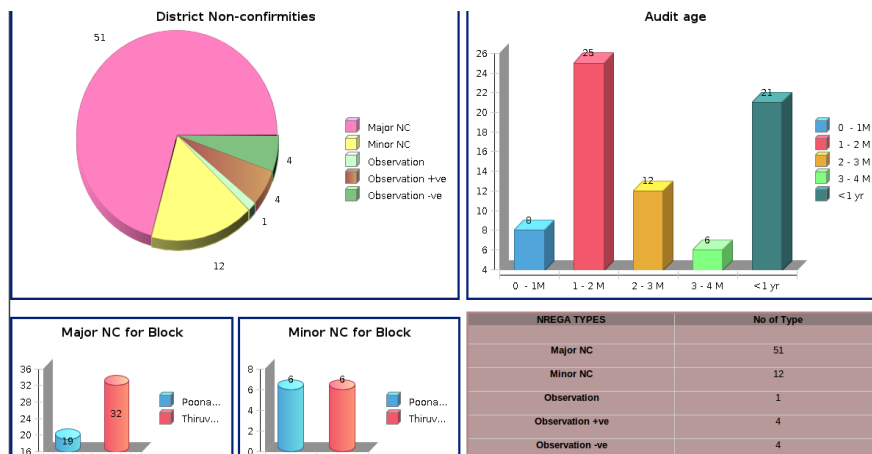
Involved  
Application

Analysis  
Dashboard

Advanced  
Analytics



Multiple possibilities to store content in the format desired by the business



**भारत हेवी इलेक्ट्रिकल्स लिमिटेड**  
**BHARAT HEAVY ELECTRICALS LTD.**

Sign in with your BHEL Account

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PassWord

[Forgot Password?](#) [New User?](#)

**Post Your Idea**

Idea title

Idea description

Idea benefits

**New updates**

**Our R & D team**

Gowishankar  
Arulselvi  
Sowmya  
Meera

**Ideas**

**Idea List**

**Project Initiation**

**Project Management**

**Project closure**

**Gallery**

**post**

**New updates**

The BHEL review meeting is on 2nd sep.2012. Every panel members should attend it

**Our R & D team**

Gowishankar  
Arulselvi  
Sowmya  
Meera

**BHEL R & D GATEWAY**

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**PROJECT LIST**

Dept	PIR	Title	Professor	PROJ_LEAD	Duration	Start Date	Completion Date	Insert
CCDP	777	CFD study of 182 MW gasifier along with loop seal pressure balance and effect of recycling	Asha devi	anand	2 months	2012-08-06	2012-08-06	<a href="#">Edit</a>
PCPS	7-446-115-065	Development of crushing system to reduce fines in coalignite for EFBC boilers	asha suresh	AnandDavid Davidson	11 months	2012-08-06	2012-08-06	<a href="#">Edit</a>
IT	111	BHEL	asha suresh	anand	1 month	2012-08-06	2012-08-06	<a href="#">Edit</a>

Rows 1-3 Total Result 7

**Gallery**

Which sign does Query use as a shortcut?

☐ S  
☐ ?  
☐ %  
☐ \*

**Settings | view profile**

**Search your idea**

**Idea List**

**Project Initiation**

**Project Management**

**Project Closure**

**Gallery**

**PIR No: 121-22-33**

**S.No** **Scope of work IT-Madras**

1 BHEL review meeting will be held on aug 18.

2 BHEL review meeting will be held on aug 18.

3 BHEL review meeting will be held on aug 18.

**S.No** **Scope of work BHEL**

1 BHEL review meeting will be held on aug 18.

2 BHEL review meeting will be held on aug 18.

**New updates**

Bhel review meeting will be held on aug 30, we request to attend the meeting. Bhel review meeting will be held on aug 30, we request to attend the meeting

**Our R & D team**

Gowishankar  
Arulselvi  
Sowmya  
Meera

**Important**

**Expertist**

**Archives**

Announcements  
Completed projects list  
FeedBacks

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**Idea List**

**Project Initiation**

**Project Management**

**Project Closure**

**Gallery**

**Welcome: Anand david**  
**Engineer in BHEL R & D GATEWAY at IIT Madras**

You have posted 15 Ideas

Number of projects involved: 7

[View PIR](#)  
[View Milestone](#)  
[Change Management](#)

[view invoice 1 for 1847](#)  
[view invoice 2 for 1847](#)  
[view invoice 3 for 1847](#)

no notification  
no new invitation  
Your last login is 12 Oct 2012 at 04:49 PM

Project under discussions

**New updates**

**Our R & D team**

Gowishankar  
Arulselvi  
Sowmya  
Meera

**Important**

**Expertist**

**Archives**

Announcements  
Completed projects list  
FeedBacks



# RETAIL DASHBOARD

Simple  
Dashboard

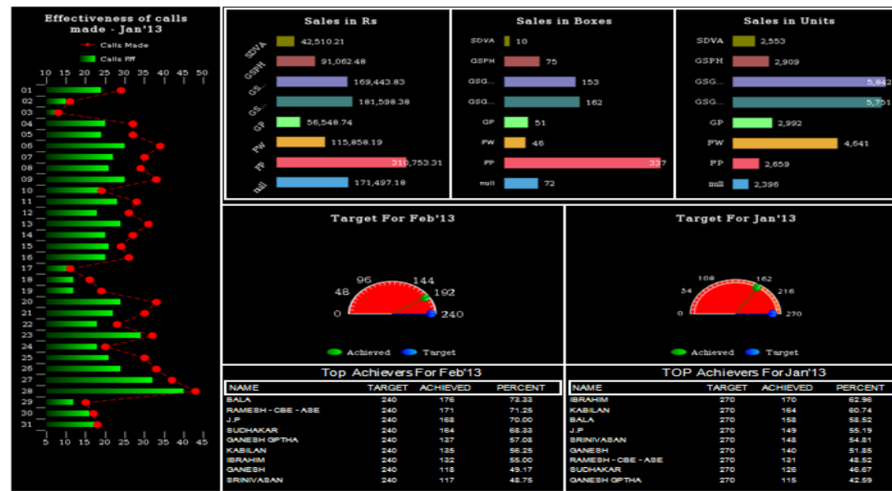
Involved  
Application

Analysis  
Dashboard

Advanced  
Analytics

Apr 11, 2013 12:11 PM

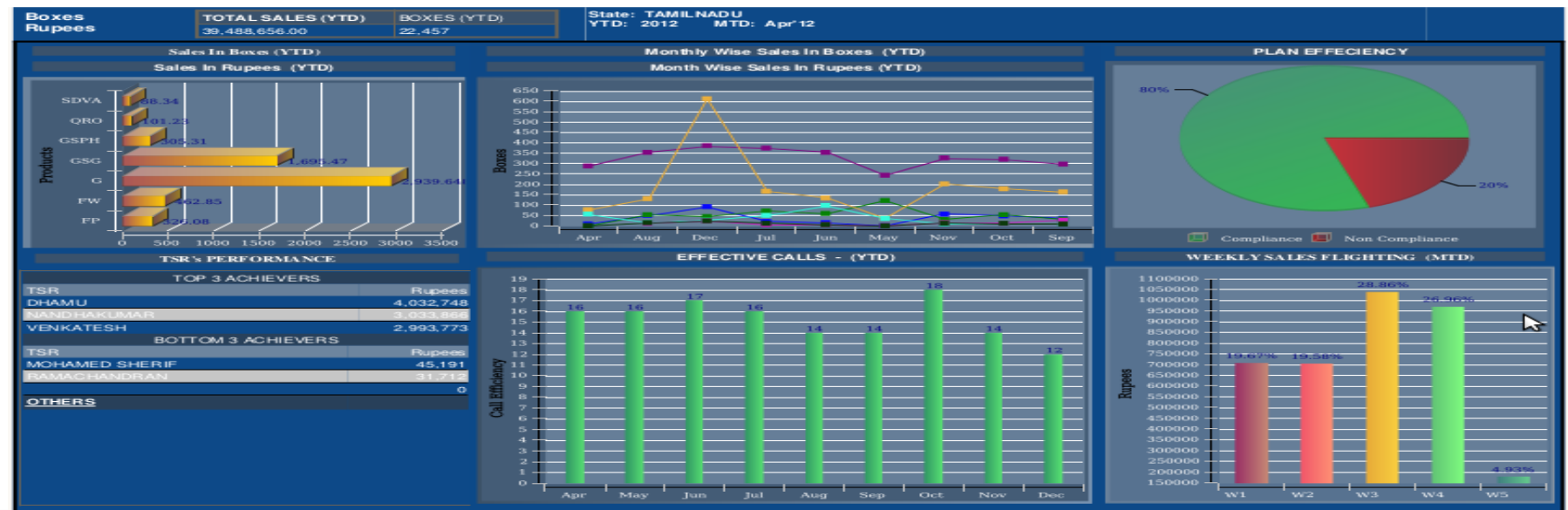
## DAILY SALES DASHBOARDS FOR JANUARY 2013



Apr 16, 2013 3:50 PM

## PRODUCT SUMMARY DASHBOARDS FOR FEB'2013

Products Summary				
PRODUCTS	PRICE PER UNITS	UNITS	TOTAL BOXES	SALES VALUE
FP15	151.34	1384	231	209454.56
FP5	79.45	1275	106	101298.75
GP		2659	336	310753.31
FW15	15.13	1489	10	22528.57
FW20	20	1751	12	35020.00
FW50	41.62	1401	23	58309.62
FW		4641	45	115858.19
G30	20.43	964	19	19694.52
G30020	119.18	1291	65	153861.38
G70P	38.31	962	32	36854.22
GP		3217	115	210410.12
GSG100PK	35.75	1574	52	56270.50
GSG200PK	59.59	1578	79	94033.02
GSG20PK	4.5	1323	6	5953.50
GSG50PK	19.86	1276	25	25341.36
GSG PK		5751	162	181598.38
GSG100PL	35.75	1573	52	56234.75
GSG200PL	59.59	1290	65	76871.10
GSG20PL	4.5	1486	6	6687.00
GSG50PL	19.86	1493	30	29650.98
GSG PL		5842	152	169443.83000000002
GSPH150	49.18	1267	42	62311.06
GSPH50	17.51	1642	33	28751.42
GSPH		2909	75	91062.48
SDVA15	15.96	1105	8	17635.80
SDVA25	32.22	1148	8	36988.56
SDVA7	3.93	1405	2	5521.65
SDVA		3658	18	60146.01



# TRAVEL DASHBOARD

Simple  
Dashboard

Involved  
Application

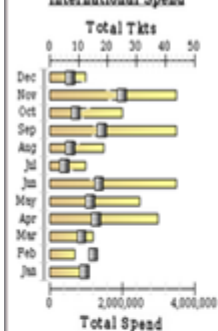
Analysis  
Dashboard

Advanced  
Analytics

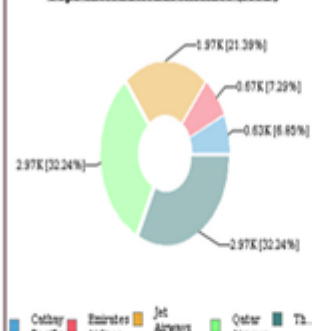
Client - Client India Ltd - Total Spend

Domestic	Intl	Visa	Insurance	Rail	Bus	Car	Hotel	Misc	Total
4,522,112	8,135,672	265,897	35,764	34,987	3,500	0	0	80,123	13,077,835

International Spend



Top5 International Airlines (MTD)



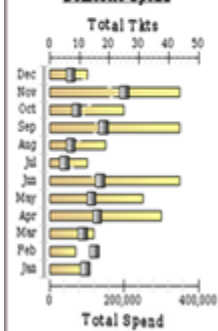
Top5 Spenders

CompName	Domestic	Intl	Others	CompTotal
client1-Ch	821,123	1,435,672	76,020	2,332,815
client1-Ta	777,513	1,935,672	28,978	2,742,163
client1-Ba	811,232	1,945,671	85,888	2,842,791
client1-Hy	521,232	955,965	85,881	1,563,078
client1-Po	577,510	805,965	65,656	1,449,131
Others	1,213,502	1,058,727	77,430	2,349,659
	4,522,112	8,135,672	419,851	13,077,635

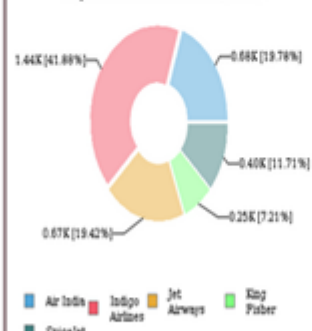
Classwise Spend

	First		Economy		Business	
	Trips	Am	Trips	Am	Trips	Am
Domestic	9	143,636	0	0	778	3,882,711
International	78	6,977,347	5	24,673	55	2,051,822
Grand Total	87	7,120,983	5	24,673	833	5,934,533

Domestic Spend



Top5 Domestic Airlines (MTD)



Top5 Emp Spenders (Dom)

EmpName	Domestic	EmpName	Intl
Mr.XYZ BCD	92,112	Mr.WQ POC	921,126
Mr.ZXY ABC	83,775	Mr.BGT YHN	837,751
Ms.QWE SAS	72,112	Ms.QWE SAS	721,124
Mr.BGT YHN	61,212	Ms.ZXY ABC	612,122
Mr.WQ POC	57,751	Mr.GCH RWD	577,512
	368,962		3,669,635

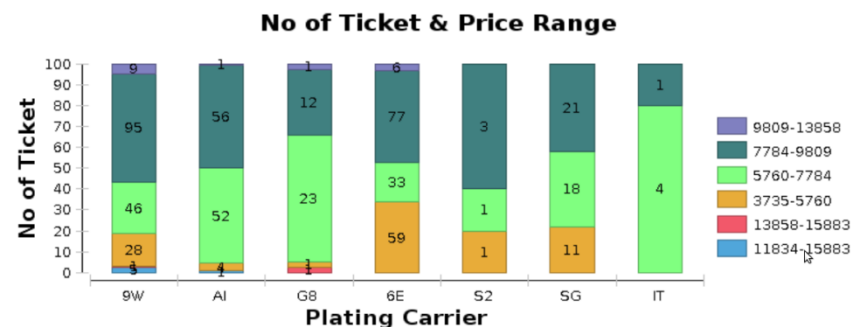
Mgmt Fee/Discount Summary

Sector	Mgmt Fee	Discount
International	76,033	61,345
Domestic	104,250	8,448
	180,283	69,793

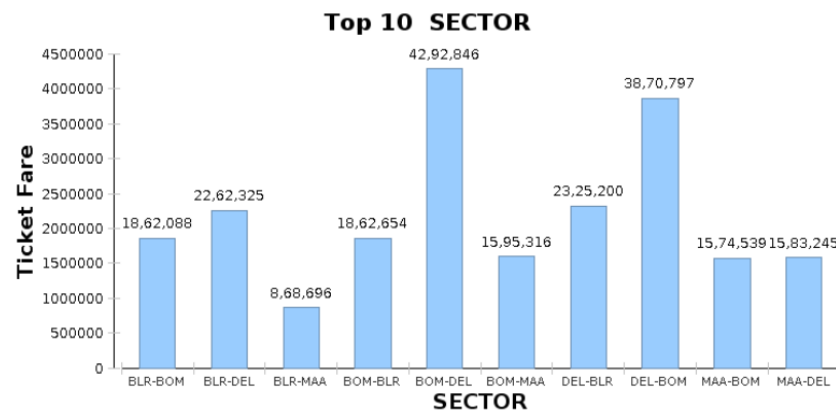
Cancel/Refund/Reissue Total

	Domestic	Intl	Visa	Insurance	Rail	Bus	Car	Hotel	Misc	Total
Cancelled Tix	94	19	0	0	0	0	0	0	0	113
Cancel Chrg	66,350	84,355	0	0	0	0	0	0	0	130,705
Refund Amt	1,481,731	143,636	0	0	0	0	0	0	0	1,625,367
Reissue Tix	0	0	0	0	0	0	0	0	0	0
Reissue Amt	0	0	0	0	0	0	0	0	0	0

## Fares by airline carrier code

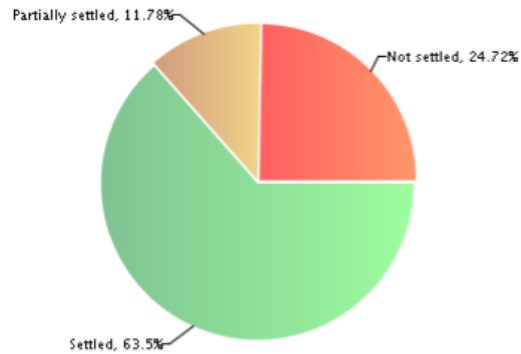


## Top 10 sectors travelled by a company

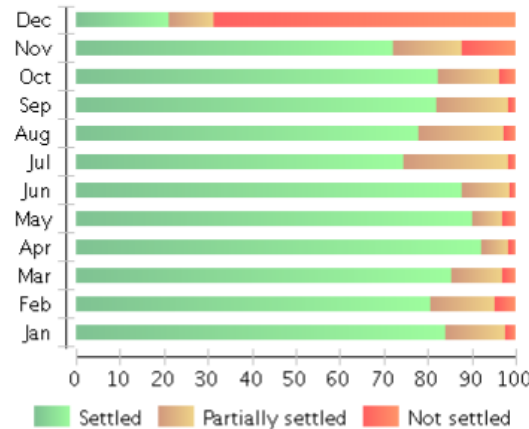




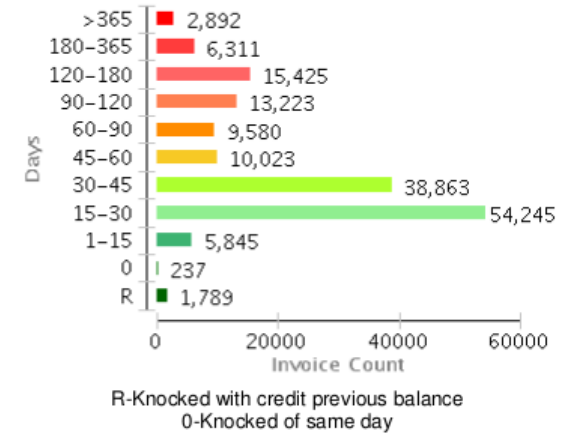
Payment Status By Count



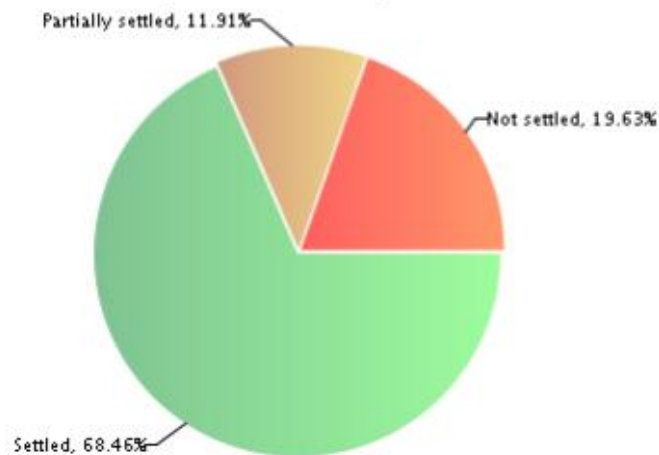
Payment Status For 2012



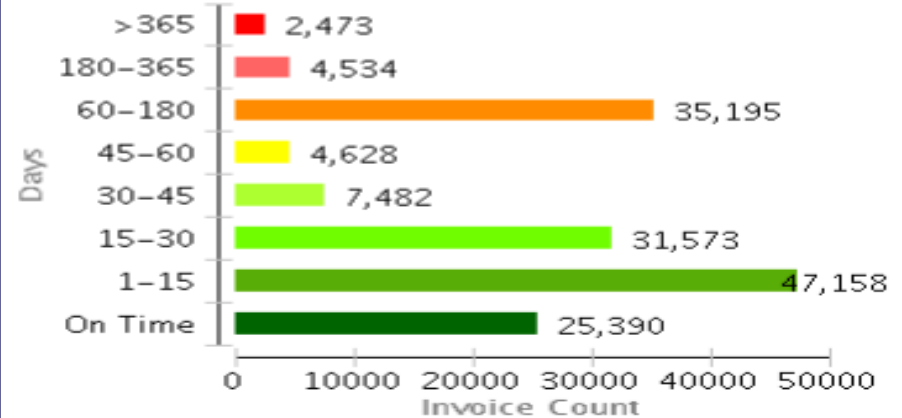
Payment Pattern By Age



Payment Status By Amount



Age Metric Adjusted to BSP





## Portfolio



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Exactly your Product

XROI

Customizable as you need it

Enhanced with advanced analytics

Extensible in cloud & Big Data environment

Dedicated team building insightful solution

Scalable BI initiative

# GeniSIGHTS



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# Unlock the Genie



Exactly your Product

XROI

Customizable as you need it

Enhanced with advanced analytics

Extensible in cloud & Big Data environment

Dedicated team building insightful solution

Scalable BI initiative

*Geni***SIGHTS**

A yellow magic lamp with a blue genie emerging from it. The lamp is ornate with a handle and a spout. The genie is blue and has a small tuft of hair.

Let the magic of insights happen!

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Phone : 044 6646 9877

Web: : [www.aaumanalytics.com](http://www.aaumanalytics.com)