MA INSIGHTS

Business Growth? We Make It Happen

COMPANY
PROFILE

Welcome to our company profile. As a Qatar-based leader in business intelligence (BI) and data analytics, we empower businesses worldwide with innovative solutions for enhanced decision-making. With over four years of experience and a rapidly expanding global footprint, we are committed to delivering exceptional service and tailored insights. Explore how we turn data into your competitive advantage.

What we do

ABOUT US

We are a Qatar-based company and a proud part of Amazing Qatar Group (AQ). With our headquarters in Qatar, we are in the process of opening branches in both the UK and Turkey. With over four years of experience and a growing client base of more than a dozen satisfied clients, we are on a path to expand globally and reach businesses around the world.

Our expertise in **business intelligence (BI) and data analytics** allows us to provide innovative solutions that transform decision-making processes. We are dedicated to helping businesses uncover the power of data to drive performance, optimize operations, and achieve exponential growth. As we continue to expand our reach, we remain committed to delivering high-end service and unique BI solutions to our clients worldwide.

VISION

As a leading company in business intelligence (BI) and data analytics, we are aiming to be a major player in the Middle East, transforming the way businesses make decisions through data-driven insights. Our goal is to empower organizations with robust BI solutions, providing a solid foundation for strategic decision-making backed by comprehensive data analysis

MISSION

Our mission is to transform businesses' decision-making processes by offering tailored business intelligence (BI) and data analytics solutions. We are dedicated to delivering clear, precise, and actionable insights that allow our clients to make informed, strategic decisions. By leveraging the power of data, we will improve operational efficiency, enhance resource utilization, and drive sustainable business growth for our clients.

CONTENT
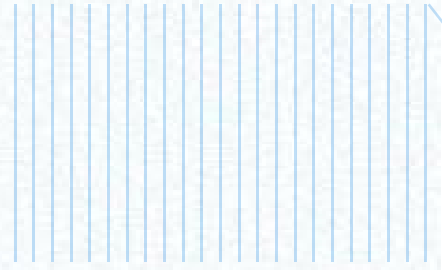
OBJECTIVES

Client Satisfaction

Exceed Client Expectations By Delivering High-Quality Solutions That Address Their Specific Needs And Challenges.

Reach Every Industry

From Retail And E-Commerce To Non-Profit And Government Organizations, We Aim To Reach Clients From All Sectors And Industries.

Market Expansion Globally

Expand Our Services To Clients Worldwide, Ensuring Not Only High-Quality Service Delivery But Also Maintaining Efficiency In Time And Communication.

Talent Development

Invest In The Continuous Learning And Development Of Our Team Members, Fostering A Sense Of Family, Excellence, And Expertise Within The Organization.

Partnership Development

Forge Strategic Partnerships With Industry Leaders In Big Data And Analytics, As Well As Technology Providers, To Enhance Our Service Offerings And Provide Added Value To Our Clients.

High Level Of Customization

Provide Customized Solutions Tailored To Meet The Unique Needs And Requirements Of Each Client, Ensuring Maximum Relevance And Impact.

OUR SERVICES

We offer a comprehensive range of services designed to empower businesses with data-driven insights

BI Descriptive Analysis Service

01

Management Dashboard Service

Quick, comprehensive insights into company performance through interactive dashboards.

Financial Dashboard

Provides in-depth insights into the three main financial statements, enabling financial and accounting departments to track transactions effectively. All in one place

Custom Insight Dashboards

Tailored dashboards and customizable metrics covering various business models for different departments.

02

Diagnostic Analysis

Identifies the root causes of performance issues or anomalies.

03

Descriptive Analysis

Provides a clear understanding of current business operations.

04

Predictive Analysis

Forecasts future trends and outcomes based on historical data.

05

Prescriptive Analysis

Offers actionable recommendations for optimizing business processes.

06

Deep Analytics & AI Tools

Utilizes machine learning and AI for advanced insights and automation.

07

Report & Document Automation

Streamlines the creation, management, and distribution of reports and documents.

Our solutions
Infrastructure and
Tech Stack

Achieving high-quality deliverables for our clients comes from a comprehensive underlying infrastructure and toolbox that allows us to seamlessly convert clients' thoughts and needs into BI and data analytics solutions. Here are some of the infrastructures we use to accomplish this:

01

Data Analytics Platform

We utilize comprehensive data analytics platforms that enable the creation of interactive reports and visualizations. These platforms seamlessly integrate with databases, local files, Microsoft products, Salesforce, and cloud-based storage and data warehouses. They offer a wide range of data cleaning, preparation, and monitoring abilities to prepare the data for the next step (visualization), empowering us to derive insights and make informed decisions. Examples include Power BI and Tableau.

02

Data Visualization Tools

Data visualization tools are crucial for presenting the outcomes from the Data Analytics Platform in the most reliable and efficient way. They allow clients to interact with dashboards from diverse data sources, facilitating data exploration and decision-making. Examples include Power BI, Tableau, IBM Cognos, Google Looker, and programming languages for advanced custom visualizations.

03

AI and Machine Learning Frameworks

We leverage advanced AI programming libraries such as TensorFlow, Scikit-learn, Keras and PyTorch, for enhanced analytics and automation processes. TensorFlow, developed by Google, is widely used for deep learning tasks, while Scikit-learn offers a user-friendly interface and supports various machine learning algorithms for classification, regression, clustering, and more. Using these tools with Python, we create advanced AI-powered solutions for our clients.

04

Advanced Reporting

There are numerous ways to automate the reporting process, from exporting simple Excel sheets to PDF files to creating advanced systems that integrate with client systems. With just a few clicks, clients get the exact data and well-designed reports they need. Tools such as Power BI, Crystal Reports, and SSRS (SQL Server Reporting Services) enable the creation of sophisticated and customizable reports. Power BI and Crystal Reports offer extensive features for detailed insights and data visualization, while SSRS integrates seamlessly with SQL Server databases, providing powerful reporting capabilities.

05

Spreadsheet Data Organization Platforms

We use Google Sheets and Microsoft Excel for efficient data management and analysis. Google Sheets offers cloud-based collaboration and real-time editing capabilities, while Microsoft Excel provides advanced data manipulation and calculation functionalities. These tools are familiar to managers and top leaders in organizations, and with our high level of proficiency, we handle all client requirements in this regard.

06

Programming Languages for Data Analysis

Python and R are versatile programming languages widely used for data analysis, statistical modeling, and machine learning tasks. They offer extensive libraries such as Pandas and Scikit-learn, making them suitable for various data manipulation and analysis tasks. For more control and specific customer requirements, we can create custom solutions from scratch using these programming languages.

06

tatistical Computing Environment

RStudio is a powerful statistical computing environment that provides extensive libraries for statistical analysis and graphics, supporting robust data exploration and modeling processes. This is used for high-end statistical modeling that deeply uncovers data.

INDUSTRIES WE'VE SERVED

Our solutions have been tailored to meet the needs of diverse industries, including:

INSIGHTS

Procurement

Streamlining procurement processes and optimizing supply chain management.

Marketing & Advertising

Providing data-driven insights to enhance marketing campaigns and customer engagement strategies, along with extensive post-campai gn analysis to track necessary changes.

Health
Hosp

Implementi solutions to view man tracking pe aspects of h providing s improve pa operational e resource a

Warehousing & Inventory Management

Enhancing inventory management processes to ensure optimal stock levels, reduce costs, and increase operational efficiency. We implement advanced stock tracking systems that provide real-time updates and utilize intelligent alert systems to notify when critical KPIs are met or exceeded, allowing for proactive decision-making and seamless inventory control.

Education

Utilizing data analytics to enhance student learning outcomes, improve administrative processes, and optimize resource allocation in educational institutions.

[Healthc]are & [Hos]pitals

[...]ng analytics
[...] enable top-
[...]agement,
[...]rformance
[...]ospitals, and
[...]solutions to
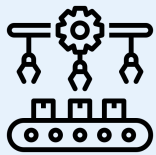[...]atient care,
[...]fficiency, and
[...]allocation.

Logistics

Optimizing logistics
operations and improving
transportation efficiency
through data analytics and
automatic report
generation.

Online Platforms

Enhancing user experience
and optimizing business
performance for online
platforms through data-
driven decision-making.

Manufacturing

Enhancing production
efficiency, quality control,
and supply chain
management in
manufacturing processes,
distribution analysis, and
financial analysis.

Charities & Nonprofits

Leveraging data analytics
to optimize fundraising
efforts, donor
segmentation and
management, and
program effectiveness for
charitable organizations.

HOW WE OPERATE

FLOWCHART

Discovery and Needs Assessment

When a client expresses interest in our services, we initiate by arranging a meeting to gain an overview of their needs and data architecture. This includes understanding data volume, storage systems, data update frequency, versatility, and value.

01

Initial Concept Design for Services

We provide the client with a document outlining the proposed solution, estimated timeline, and resource allocation.

02

Detailed Assessment with the Client's Technical Team

Upon agreement on the initial concept design, we convene with the client's technical team to delve into all work aspects. This ensures a comprehensive understanding of the client's requirements, how we'll address them, access requirements, etc.

03

Proposal Development

We tailor a customized proposal outlining clear objectives, cost quotations, and project timelines.

04

Contract Signing

After the client approves the proposal, we will send a copy of the contract for signing. The contract will include all essential details, from the scope of work to the data protection policy, marking the beginning of the project.

05

Data Collection and Preparation

We gather relevant data, cleanse, and transform it, and ensure accuracy and completeness. Collaboration with the client is crucial to confirm the accuracy of the work.

06

Analysis and Solution Design

Utilizing data analysis techniques, we develop solution prototypes with actual data and present them to the client for confirmation of the project direction.

07

Development and Implementation

We proceed to develop the remainder of the solution, conducting thorough internal testing before involving the client in final testing and deployment.

08

Training and Knowledge Transfer

We proceed to develop the remainder of the solution, conducting thorough internal testing before involving the client in final testing and deployment.

09

Review and Iteration

Regular review meetings are held to iterate on the solution and make necessary adjustments based on feedback.

10

Delivery and Handoff

Upon completion, we deliver the final solution, provide post-launch support, and obtain client sign-off.

11

Post-Project Evaluation

A post-project evaluation is conducted during the first three months after launch. We offer support and refine processes as needed based on the evaluation findings.

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Contact US

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