

Building Executive Dashboard with Einstein Analytics

Saurabh Waghmode¹, Shubham Patil², Saurabh Rawale³, Manish Vishwakarma⁴, Prof. S.G. Pawar⁵

waghmodesaurabh@gmail.com,
shubhambpatilm23@gmail.com,
saurabhrawales@gmail.com ,
wishmnish007@gmail.com ,
sudampawar10@gmail.com

Abstract

Modern organizations are turning into data-driven decisions due to various advantages of relying on such data-driven decision are, such as quick decision, reliable decision making and accuracy of analysis. As increase of data dependent decision it is need to create useful analytic tools which can give insights to users of the metadata. Einstein analytics, formally known as wave analytics , is a cloud-based platform that connects data from multiple sources and explores it to uncover insights .it empowers sales representative without building mathematical models. EA lets user create lenses , dashboards and also let user share bulk of lenses and multiple dashboards. EA uses power of AI and machine learning to help user to gain business insight. Generally dashboards available use basic dev op but our executable dashboard uses advance dev op and create environment trailhead which supports Einstein dump, consisting of millions of data which allows user to play around with data at instance.

Keywords: Data Analytics(DA), Big Data, Business Intelligence(BI).

I. INTRODUCTION

Access to data is an important component of good performance in a business. Data allows a business to anticipate and plan for the next step. Technological advancements have enabled modern businesses of all sizes to gather and store growing amounts of data. It is estimated by the International Data Corporation that 40 zettabytes (1 trillion gigabytes) of data will be produced by 2020 (Dragan amp; Metz, 2017). The growing amounts of data have led to data handling and storage problems, which can lead to the production of inaccurate data. The accuracy of data has a direct on the performance of an organization. In particular, data reliability essential to good decision making in a business. The data that the business relies on to make decisions must not only be reliable or consistent but also accurate. Data accuracy refers to the correctness of data while reliability is a question of how consistent or up to date the data is (Dragan amp; Metz, 2017). Organizations usually rely on business analytics tools to make informed decisions on issues, such as financial planning, purchasing and supply decisions, budgeting, and predictive measures among others. Interconnections among the various modules of enterprise resource planning (ERP) systems mean That inaccurate data that is fed into one module can have adverse on the operations of other modules (Dragan amp; Metz, 2017). Business analytics, which involves analysing and making sense of large amounts of data, is a process that is fully dependent on the underlying source of data. Therefore, when the data is inaccurate, the resultant outcomes from decisions based on the data may be negatively a affected.

Einstein Analytics is embedded form of A.I. and M.L. uses augmented analytics which is future of business insight. Using power of M.L. and A.I. It delivers powerful predicate and prescriptive analytics and insights. Einstein Analytics providing 360degree view of your customer which enables you to take immediate contextual action on insights to creates task chatters to team members. Einstein Analytics dashboards are embedded on your computer record, right there in your business process. Collaboration Einstein Analytics turns analytics from a pie chart into a conversation. Data analytics (DA) is the process of examining data sets in order to draw conclusions about the information they contain, increasingly with the aid of specialized systems and software. Data analytics technologies and techniques are widely used in commercial industries to enable organizations to make more informed business decisions and by scientists and researchers to verify or disprove scientific models, theories hypotheses. Access to data is an important component of good performance in a business.

II. LITERATURE SURVEY

The primary section tells about the portrayal of this undertaking. It gives a thought regarding how the venture is conveyed in parts and the procedures that will be utilized to actualize the undertaking. The issue statement gives a short thought regarding the task and the goals gives a stage shrewd execution procedure of the venture. This section incorporates the related work concentrated in connection with this venture. These papers are near the goals of the task and the perceptions of these examination papers are broke down in the venture.

Business Intelligence Revisited

[1] This paper looks at consolidating huge information with AI is a useful asset for business knowledge (BI). Created in the database network, The customary ETL-information distribution center OLAP way to deal with BI is powerful to manage multi-dimensional information (for example information blocks) however not appropriate for adaptable investigation, for example, investigation with specially appointed inquiries and procedure/information changes. Procedure mining methods created in the BPM people group center around exercises and control stream however overlook information. In this paper, we propose another system for business examination dependent on work process logs. We present the key thoughts, outline questioning logs as one valuable perspective, and afterward talk about a scope of intriguing specialized issues to be concentrated further.

Big Data Analytics Services for Enhancing Business Intelligence

[2] This paper analyses how to utilize huge information investigation administrations to upgrade business knowledge. All the more explicitly, this paper proposes a cosmology of enormous information investigation and presents a major information examination administration situated design (BASOA), and afterward applies BASOA to business insight, where our studied information investigation shows that the proposed BASOA is feasible for improving business knowledge (BI) and endeavour data frameworks. This paper likewise investigates transience, expect ability and relativity as the attributes of insight in BI. These attributes are what users and chiefs anticipate from BI as far as frameworks, items, and administrations of associations. The proposed approach in this paper may encourage the innovative work of business investigation, large information examination, and BI just as large information science and enormous information registering.

Data Quality Information and Decision Making: A Healthcare Case Study

[3] This paper looks at characterizing information quality and understanding the requirement for data that is liberated from absconds and that has the correct characteristics for the job needing to be done stays a troublesome issue. This is especially so in the human services division where the requirement for successful dynamic is high. This contextual analysis tends to the advancement of an information quality assessment structure for the NZ wellbeing area. It talks about an information quality methodology that supports the utilization of the system and characterizes a dream for information quality administration in the wellbeing area. It talks about how the structure and system consolidate to expand knowledge thickness. A critical result from the case recognized the trouble of getting information users and chiefs at all levels to comprehend the basic of information quality and acknowledge duty regarding its improvement and upkeep. Suggestions for additional examination are made.

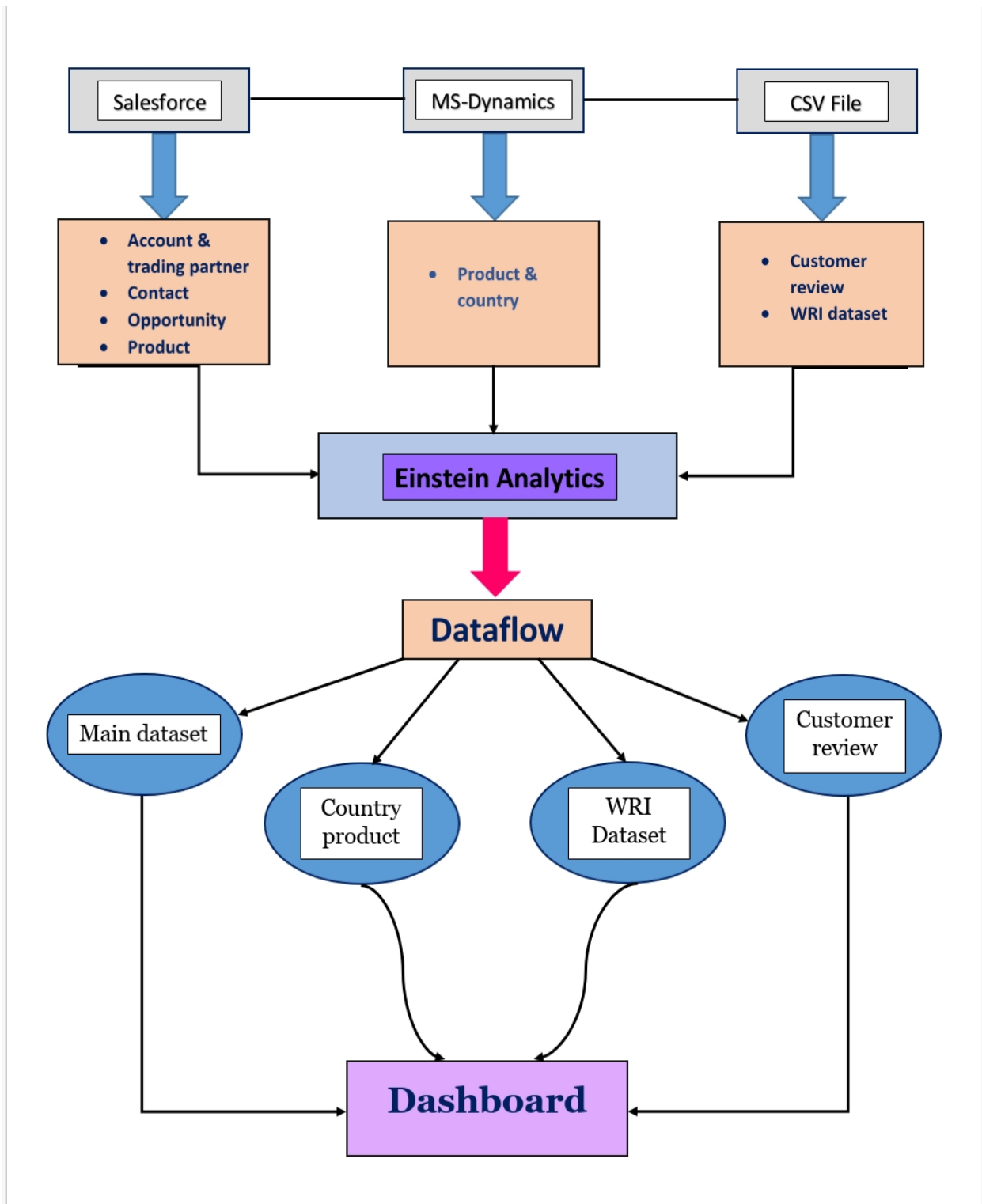
Data in Action: Data-Driven Decision Making in U.S. Manufacturing

[4] This paper looks at assembling in America has become essentially more information serious. We research the selection, execution impacts and authoritative complementarities of information driven dynamic (DDD) in the U.S. Utilizing information gathered by the Census Bureau for 2005 and 2010, we watch the degree to which assembling firms track and use information to direct dynamic, just as their interests in data innovation (IT) and the utilization of other organized administration rehearses. Looking at a delegate test of more than 18,000 plans, we find that appropriation of DDD is prior and increasingly pervasive among bigger, more established plants having a place with multi-unit firms. Littler single-foundation firms embrace later however have a higher relationship with execution than comparable non-adopters. Utilizing a fixed-effects estimator, we locate the normal worth added for later DDD adopters to be 3% more prominent than non-adopters, controlling for different contributions to creation. This impact is particular from that related with IT and other organized administration rehearses and is concentrated among single-unit firms. Execution improves after plants embrace DDD, however not previously – steady with a causal relationship. Be that as it may, DDD-related execution differentials decline after some time for right on time and late adopters, predictable with firm learning and improvement of authoritative complementarities. Formal complementarity tests recommend that DDD and significant levels of IT capital fortify one another, as do DDD and gifted specialists. For certain enterprises, the advantages of DDD reception seem, by all accounts, to be more prominent for plants that delegate some dynamic to bleeding edge labourer.

III. PROPOSED SYSTEM

This figure explains the dataflow of our system. The system architecture provides an insight of how the flow of process will be. Entire process of how the system will move forward that will generate the end-result is depicted.

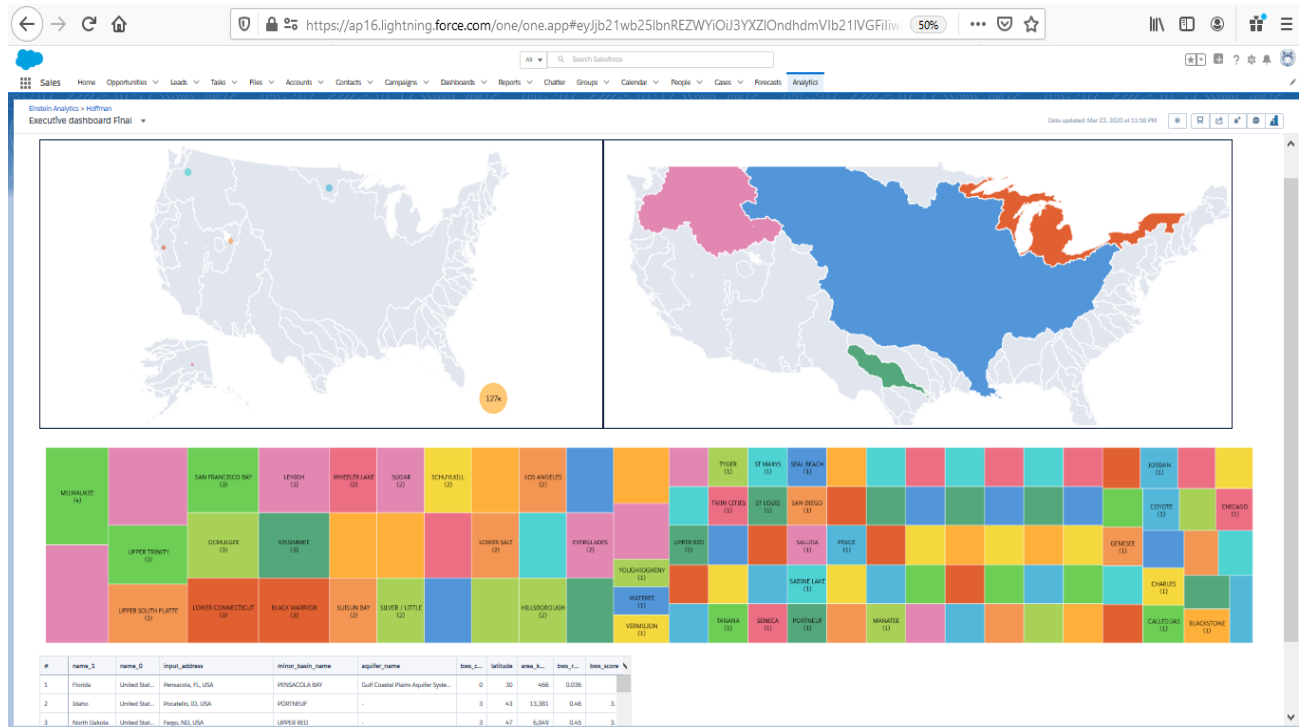
The below figure shows the dataflow of the proposed system. As per the User's perspective, Using the different lens and data flow we can give a detailed overview of the company's different users, different opportunity presented to the company from previous years. here are 3 dashboards consisting of wri, customer review and main executive dashboard.



WRI dashboard

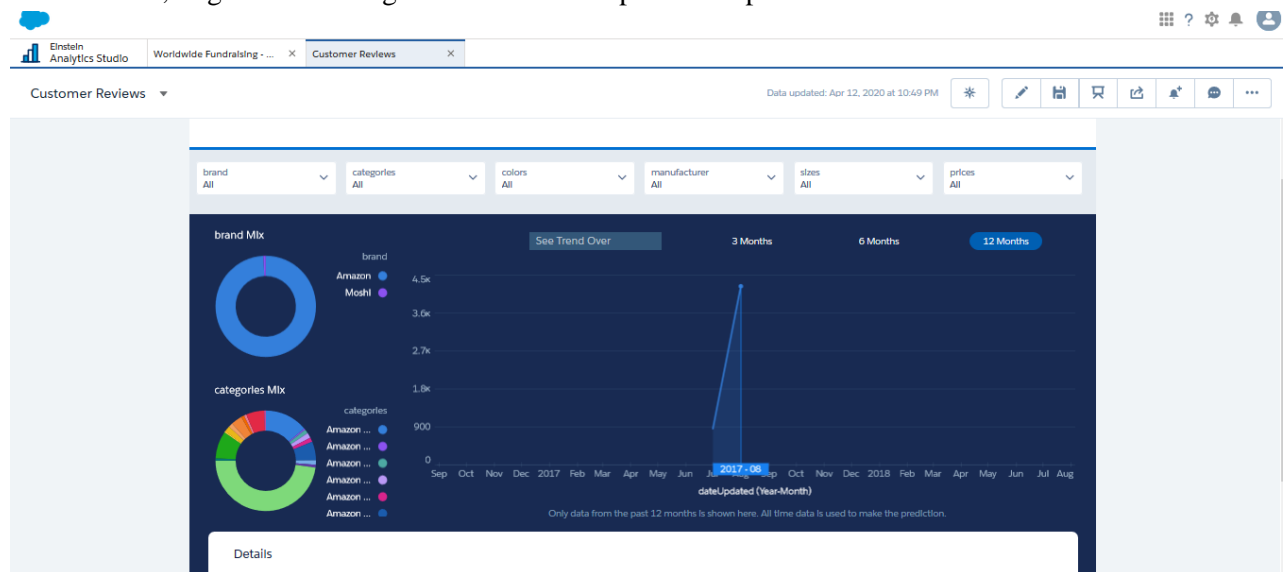
This dashboard consists of water stress level of major and minor river basin in united states . a detailed graphical view of stress level which helps user to understand the stress level ,which allows the user to get a very detailed graphical view of rivers and also distinguishing states . now as the user is focused on knowing the stress level to understand as how cultivation of crops will Be in the region using the

water stress level user can take decision of which crop will face scarcity, user being in trading business of food grains it helps user to prepare on supply chain and to launch respective campaign for such markets.



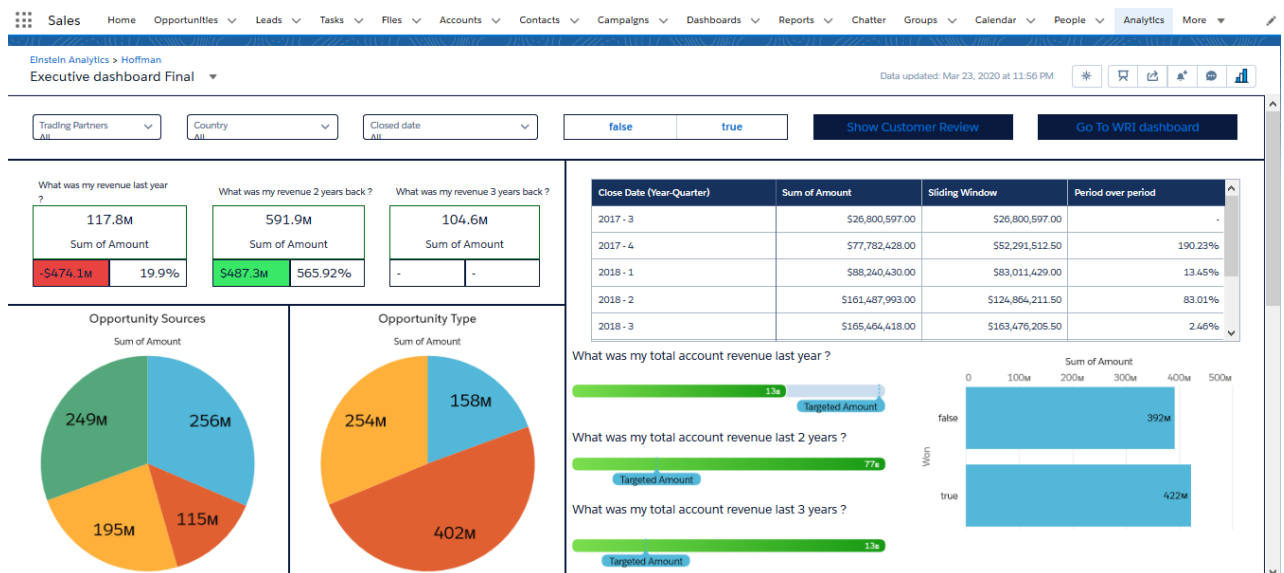
Customer review dashboard

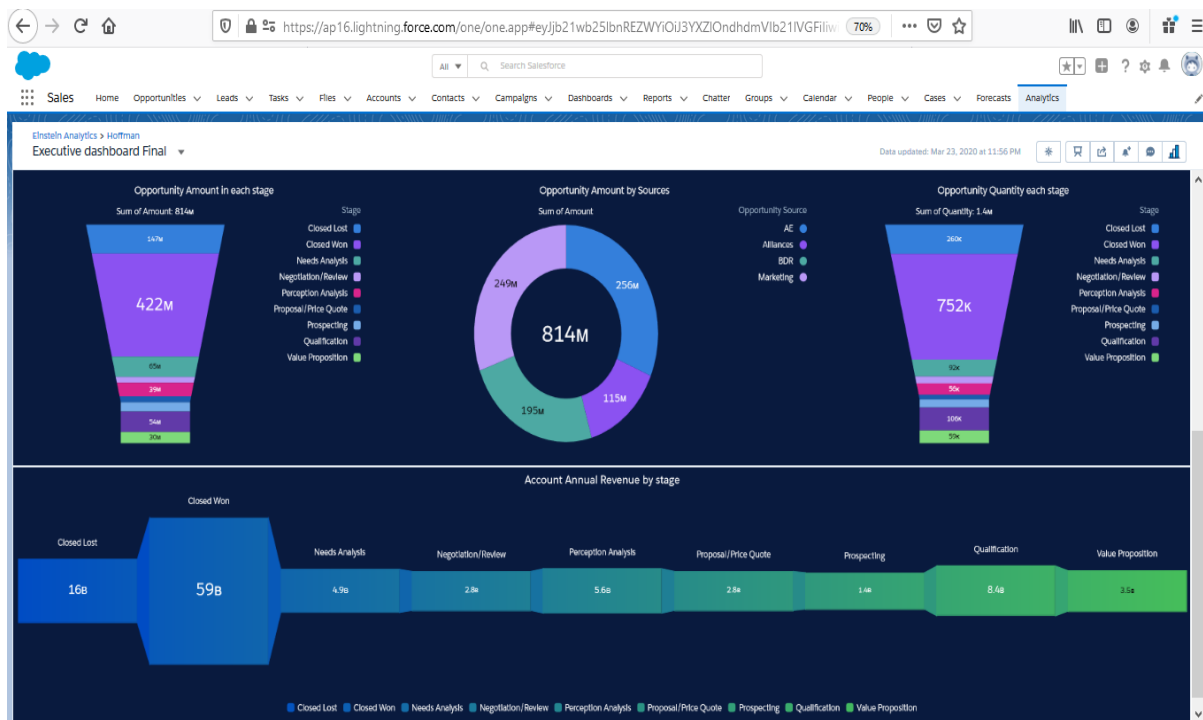
This dashboard consists of customer review on products from sites where it is available mainly from e-commerce websites. Review is available in star ratings reviews are taken from various electronic devices user can filter then as for the device user wants to see rating. This dashboard also allows to make prediction of sales of product depending on the review given from say last 3 months or last year if the product is seasonal insights available can lead to different marketing practises as various per the team wishes , targeted marketing is one of the example can be proven effective from this dashboard.



Executive dashboard

This dashboard is basically have both the dashboard all the charts based on fiscal year projection and data available of accounts. Toggles for different trading partners ,country ,closed date on account , an account is user to the company doing business currently dashboard gives a exquisite view of company's revenue from yearly, quarterly and even in custom period of time. whole business is divided into oppurtunity , in sales force is object to find different opportunity's sources and stages. All the opportunities are projected by taking sum of amount as primary and common object ,mainly dealing with oppurtunity with lead to potential users as well as account. at the end all of the charts toggles and buttons are linked together which allows user to dynamic changes on charts on real time query added by user.





IV.CONCLUDING REMARKS

In this project we propose to use the Einstein analytics as the main platform of our project, The analytics capability of the Einstein analytics is powerful and flexible, easy to configure, and simple to learn. It can meet many organizational needs out of the box and analysts can achieve a great business result with this . Reports and dashboards are always useful, and they are often the “go to” option for a quick win. using Einstein analytics will exposes relevant facts and themes in the data with It generates unbiased explanations, predictions, and recommendations. Executive dashboard will give the graphical insight of the whole Einstein dump helping user to find the perfect solutions towards the business strategy. In future the platform will only improve more , more the data is in to the project more it will improve. Finding insights can be a very creative and complex job but when you have ever learning system which makes up to the mistakes it did in past and doesn't repeat them again.

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