



Business Intelligence. Analytics. Informed decisions.



**INTRODUCING US**





“We enable to explore the power of Business Intelligence & Big Data Analytics with intuitive, easy to use, customizable reporting dashboard for all business needs”.

# ABOUT US

25+ Years of Industry Experience



**25 + Years Of Analytics Expertise**



**Global Presence**

With a base of 30+ customers



**Innovative approach**

With a belief in co creation



**Industry specific Products & Services**



**Impacted 20 + global players decision making**



**Saved Dollars**

By creating operationally feasible solutions



# ABOUT TEAM

Delivering business analytics since 2009



## Chandrasekhar Bachu

25 years of experience in Business Intelligence and Analytics

CEO

[chandra@thinklayer.com](mailto:chandra@thinklayer.com)



# OFFERINGS - Products & Services

Business Intelligence and Analytics

# Thinklytics

For a better decision making!

Input data from various sources  
Manually & Automatically

Integration with various data sources  
platforms. Also, you can upload manually.

Deep Dive into the data

You can peep into the data at various strata  
levels.



Get Data on a single platform  
for faster decision making

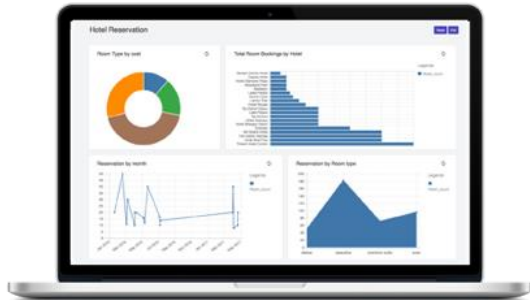
All the data can be analyzed in the  
various defined metrics based on the  
business cases

Industry specific

Experts from various industries having  
experience, giving a industry specific  
dashboard and metrics

# Thinklytics

For a better decision making!



## Industry specific Analytics

All the data is deeply analyzed and systems suggest the best possible scenarios.

Multiple Data sources. Single Platform.

Data from multiple sources are brought in at single place and analyzed to leverage the most out of your data.



# SERVICES

Delivering business analytics since 2009

## BUSINESS INTELLIGENCE AND ANALYTICS SOLUTIONS AND CONSULTING

We take a 360 approach while delivering our Business Intelligence and Analytics solutions. Our functional experts make sure that you get the right metrics and the solution is fit for your industry and business requirement.



## BIG DATA SOLUTIONS & CONSULTING

Our Big Data solutions makes sure that you leverage the power of data with our industry specific predictive analytics services .

## DATA WAREHOUSING SOLUTIONS

Data warehousing solutions process is part of our BI and Analytics solutions. We take an agile approach and bring data to single place. So, that you can leverage the power of data.

# CLIENT TESTIMONIALS

Delivering business analytics since 2009



When we approached Thinklayer. We weren't sure but Thinklayer team really helped us mature our Business Intelligence process and it was great to work with them. I have always been impressed with their ability to deliver outstanding results. I have been a heavy user of specialized Thinklayer's BI service . I would like recommend Thinklayer team. Again, the quality, reliability and value that this team provides have been exceptional.

- Brad Pace, Director Development | Partner Fusion



# CASE STUDIES

Business Intelligence and Analytics

# CASE STUDIES

Partner Fusion, U.S.A (Travel Domain)

partnerfusion



## PROBLEMS

Huge amounts of data from different desperate systems. This data was structured and un-structured. We processed data using ETL's and brought them to data warehouse(Cassandra/Spark)

Integrating API's the data was brought from various API systems like Google Doubleclick, Advertising, Criteo, Yahoo Gemini, Bing Advertising and various mail systems. Thinklayer developed custom processes to bring the data to data warehousing systems and then visualize them using visualization tools.



## SOLUTIONS

Creation of a data warehouse to integrate reservations, transactions, expenses, commissions, revenues to provide 360 degrees view of their travel analytical requirements.

Provide Marketing Campaign Analytics, Market trend analytics, Customer segmentation.

Pull the data from Multiple Data sources. Design Develop the Data warehouse

Automation of the Reporting System



## RESULTS

Marketing Campaign Analytics, Market trend analytics, Customer segmentation.

Integrate reservations, transactions, expenses, commissions, revenues to provide 360 degrees view of their travel analytical requirements.



# CASE STUDIES

Client from USA Banking Industry



## PROBLEMS

Huge amounts of data from various OLTP systems.

Pull the data from Multiple Locations across US

No Integrated Reporting and Analysis System available for Decision Making

There was lot of Manual work Involved ,which Used to Delay the Decision Making



## SOLUTIONS

Create centralized repository in Cassandra / Spark

Provided Data Security based on Domain and Management Hierarchy

Design Develop the Data warehouse

ETL using Data manager

Data security for various Locations

Automation of the Reporting System



## RESULTS

Thinklayer Provided BI Solution with Cassandra, Spark, Talend and Tabelau

Centralized reporting and faster Visualizations.

Provided Integrated View of Customer, Products ...etc



# CASE STUDIES

Sherlock Intelligence



## PROBLEMS

The client had multiple Adhoc and traditional data sources like Google Analytics, Adwords, Zoho CRM and many others. The traditional datasources like MySQL, Cassandra and many more.

Filtering data from these datasources and bringing them to single data warehousing to run various analytics.

Visualizations were required



## SOLUTIONS

Developing API's for various tools and databases. Bringing data from these databases on incremental basis.

Provided Data Security based on Domain and Management Hierarchy

Automation of the Reporting System



## RESULTS

Thinklayer Provided BI Solution with various visualization libraries and tools.

Running various analysis for Marketing, Sales, Finance etc.

Automating their reporting system to push reports to the customer on emails.

Getting answers to business questions, rather than spending hours reading through volumes of raw data



# CASE STUDIES

Databot



## PROBLEMS

The client provides analytics for health care industry.

Filtering data from these data sources and bringing them to single data warehousing to run various analytics.

Visualizations were required



## SOLUTIONS

Developing API's for various tools and databases. Bringing data from these health care databases on incremental basis.

Provided Data Security based on Domain and Management Hierarchy

Automation of the Reporting System



## RESULTS

Thinklayer Provided BI Solution with various visualization libraries and tools.

Automating their reporting system to push reports to the customer on emails.

Getting answers to business questions, rather than spending hours reading through volumes of raw data



# CONTACT US

Let's discuss!



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THANK YOU