

METRIC INSIGHTS

OPTIMIZE YOUR BI

Eliminate the top areas of waste
in your BI Environment



MARIUS MOSCOVICI
FOUNDER & CEO



MIKE SMITHEMAN
VP SALES & MARKETING



LOW USAGE OF DATA SCIENCE & AI SOLUTIONS

07

06

05

WHY IT HAPPENS

BI Analysts are unaware of all available
AI/Data Science tools & models

LOW USAGE OF DATA SCIENCE & AI SOLUTIONS

07

06

05

WHY IT HAPPENS

BI Analysts are unaware of all available AI/Data Science tools & models

WHY IT'S COSTLY

Data science assets that are expensive and time-consuming to create don't generate ROI

LOW USAGE OF DATA SCIENCE & AI SOLUTIONS

07

06

05

WHY IT HAPPENS

BI Analysts are unaware of all available AI/Data Science tools & models

WHY IT'S COSTLY

Data science assets that are expensive and time-consuming to create don't generate ROI

CONTROLS NEEDED

Integrate Analytics Marketplace that includes AI Assets into BI Analyst development workflow

LOW USAGE OF DATA SCIENCE & AI SOLUTIONS

07

06

05

- All
- Power BI (3)
- Tableau (2)
- R Shiny (1)
- MLflow (3)
- Jupyter (1)
- Model Registry (3)

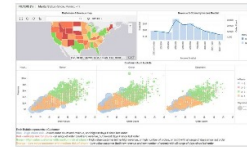
Showing results that match on keywords: pricing property profitability

Room Night Analysis

Power BI

Property occupancy levels, profitability, and pricing by geography and property type

- Show Details
- Open Report



RoomRevOptimizer

R Shiny

A tool for optimizing room revenue through dynamic pricing and demand forecasting

- Show Details
- Request Access



Price Elasticity Model

MLflow

Estimates the impact of price changes on booking demand and profitability

- Show Details
- Open Report



2024 Profitability Analysis

Jupyter

A notebook with a high level analysis of property profitability in 2024 including factors such as property type, room mix, and pricing level

- Show Details
- Open Report



GuestSegmentationEngine

Model Registry



Concierge

I want to understand how our pricing levels for rooms affects property profitability

I could not find anything that exactly matches the keywords: pricing, room, property, and profitability. I did find matches for the following keyword combinations:

pricing property profitability 13 results

pricing property room 5 results

property room profitability 7 results

Showing 13 matches for

pricing property profitability

07

06

05

DUPLICATIVE REPORTING & ANALYTICS

07

06

05

04

WHY IT HAPPENS

Analysts don't know that a report already exists

DUPLICATIVE REPORTING & ANALYTICS

07

06

05

04

WHY IT HAPPENS

Analysts don't know that a report already exists

WHY IT'S COSTLY

Duplication of effort and creation of inconsistent metric definitions

DUPLICATIVE REPORTING & ANALYTICS

07

06

05

04

WHY IT HAPPENS

Analysts don't know that a report already exists

WHY IT'S COSTLY

Duplication of effort and creation of inconsistent metric definitions

CONTROLS NEEDED

Automatically detect and flag overlapping reports

DUPLICATIVE REPORTING & ANALYTICS

07

06

05

04

10% of all reports are similar (10 of 100 reports)

Similar **All Reports** BI Tool(s) All Assignee All

Views Less than 10,000 Viewed in Last 90 days Exclude Unused Reports

Tableau PROD - EMEA 325

- Admin 60
- Marketing
- Product 145
 - Product Research
 - Product UX
 - Product Analysis 5
 - MAU Detailed Analysis** Main
 - MAU Analysis Similar Unused
 - MAU Analysis v2 Similar
 - User Activity Analysis 2024 Similar Unused

Report Cluster

<input type="checkbox"/>	Report Name	Created Date	Assignee	Status
<input type="checkbox"/>	.. / Product Analysis / MAU Detailed Analysis Main	2022-02-28	Bobby James	Needs Review
Similar				
<input type="checkbox"/>	.. / Product Analysis / MAU Analysis	2019-03-15	John Smith	Needs Review
<input type="checkbox"/>	.. / Product Analysis / MAU Analysis v2	2020-09-05	Edward Kay	Under Discussion
<input type="checkbox"/>	.. / Product UX / User Activity Analysis 2024	2020-09-05	Edward Kay	Pending Archive
<input type="checkbox"/>	.. / Product UX / User Activity Analysis 2023 DRA..	2020-09-05	Edward Kay	Pending Deletion
<input type="checkbox"/>	.. / Product UX / User Regions	2020-09-05	Edward Kay	Removed All User Ac

Compare

Show Differences Only **Take Action** X

Report Details	Main MAU Detailed Analysis	MAU Analysis
Folder	.. / Product Analysis	.. / Product Analysis
Description	In-depth analysis of sales...	Detailed summary of sales...
Owner	Bobby James	Jonathan Muralikrishna
Created Date	2020-02-28	2019-03-15
90 Day Views	542	251
Users with Access	520	206
Groups with Access	10 Groups	15 Groups

Report Column Overlap	Sales Analysis	Sales Summary
Product	<input checked="" type="checkbox"/>	
SDR	<input checked="" type="checkbox"/>	
Sales Rep	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Territory	filter	filter
Attainment Percent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Deals Closed		<input checked="" type="checkbox"/>
Open Opportunities		<input checked="" type="checkbox"/>

Lineage Overlap	Sales Analysis	Sales Summary
daily_sales_summary_demo_2016		
calendar_date	<input checked="" type="checkbox"/>	
product_id	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

07
06
05
04

**DUPLICATE
SEMANTIC
MODELS**

07

06

05

04

03

WHY IT HAPPENS

Analysts are building their own semantic models without the knowledge of what others are building or what exists already

DUPLICATE SEMANTIC MODELS

07

06

05

04

03

WHY IT HAPPENS

Analysts are building their own semantic models without the knowledge of what others are building or what exists already

WHY IT'S COSTLY

Redundant query loads running against the database

DUPLICATE SEMANTIC MODELS

07

06

05

04

03

WHY IT HAPPENS

Analysts are building their own semantic models without the knowledge of what others are building or what exists already

WHY IT'S COSTLY

Redundant query loads running against the database

CONTROLS NEEDED

Flag potential duplicate semantic models and route for investigation.
Make existing semantic models discoverable

DUPLICATE SEMANTIC MODELS

07

06

05

04

03

UNUSED BI & REPORTING TOOL LICENSES

06

05

04

03

02

WHY IT HAPPENS

Some analysts don't publish reports,
some users don't consume them

UNUSED BI & REPORTING TOOL LICENSES

06

05

04

03

02

WHY IT HAPPENS

Some analysts don't publish reports,
some users don't consume them

WHY IT'S COSTLY

Annual BI Tool license fees are wasted

UNUSED BI & REPORTING TOOL LICENSES

06

05

04

03

02

WHY IT HAPPENS

Some analysts don't publish reports,
some users don't consume them

WHY IT'S COSTLY

Annual BI Tool license fees are wasted

CONTROLS NEEDED

Track and downgrade or de-provision
users who are not fully using their
license

UNUSED BI & REPORTING TOOL LICENSES

06

05

04

03

02

My Optimizations

Optimization Area All

Potential Savings	Recommendation
\$27,600.00	2 Data Apps are consuming more than \$10k a year but have fewer than 100 views in the last 30 days. ✕
\$15,500.00	423 users with an active Tableau License have not used Tableau in the past 60 days. ✕

Deactivate Licenses ✕

Users Search | [Download CSV file](#)

<input type="checkbox"/> Annual Savings	Username	Email	License Type	Last Logged	
<input type="checkbox"/> \$900	jane.doe	jane.doe@example.com	Creator	2024-10-11	Do ✕
<input type="checkbox"/> \$900	mike.jones	mike.jones@samplemail.com	Creator	2024-10-12	Do ✕
<input type="checkbox"/> \$900	mike.jones	sara.connor@mail.com	Creator	2024-10-13	Do ✕
<input type="checkbox"/> \$900	tom.harper	tom.harper@domain.com	Creator	2024-10-14	Do ✕
<input type="checkbox"/> \$900	chris.james	chris.james@outlook.com	Creator	2024-10-18	Do ✕
<input type="checkbox"/> \$504	lisa.white	lisa.white@webmail.com	Explorer	2024-10-15	Do ✕
<input type="checkbox"/> \$504	david.brown	david.brown@service.com	Explorer	2024-10-16	Do ✕
<input type="checkbox"/> \$504	emily.green	emily.green@contact.com	Explorer	2024-10-17	Do ✕
<input type="checkbox"/> \$180	nina.patel	nina.patel@live.com	Viewer	2024-10-19	Do ✕
<input type="checkbox"/> \$180	robert.smith	robert.smith@mail.com	Viewer	2024-10-20	Do ✕

Select All

06
05
04
03
02

HIGH TCO BI APPS WITH LOW USAGE

05

04

03

02

01

WHY IT HAPPENS

Lack of visibility into the full cost of each BI App

HIGH TCO BI APPS WITH LOW USAGE

05

04

03

02

01

WHY IT HAPPENS

Lack of visibility into the full cost of each BI App

WHY IT'S COSTLY

Excessive DB and BI Tool spending relative to the value generated

HIGH TCO BI APPS WITH LOW USAGE

05

04

03

02

01

WHY IT HAPPENS

Lack of visibility into the full cost of each BI App

WHY IT'S COSTLY

Excessive DB and BI Tool spending relative to the value generated

CONTROLS NEEDED

Automatically report on expensive BI Apps with low usage

**HIGH TCO BI
APPS WITH LOW
USAGE**

05

04

03

02

01

My Optimizations

Optimization Area All

Potential Savings	Recommendation
\$27,600.00	2 Data Apps are consuming more than \$10k a year but have fewer than 100 views in the last 30 days.

Data Apps ✕

Data Apps Search Download CSV file Share

<input type="checkbox"/> App Name	Spend	30 Days Views	
<input type="checkbox"/> Online Marketing Spend	\$12,300.00	21 Views	✕
<input type="checkbox"/> Customer Support SLAs	\$15,300.00	0 Views	✕

Select All

05
04
03
02
01

ast 30 ys. x

RUNNING FULL MASSIVE DATA LOADS VS INCREMENTAL UPDATES

04

03

02

01

Cou
11. 1 row

WHY IT HAPPENS

Full data load ETL patterns are easier and faster to build

RUNNING FULL MASSIVE DATA LOADS VS INCREMENTAL UPDATES

04

03

02

01

WHY IT HAPPENS

Full data load ETL patterns are easier and faster to build

WHY IT'S COSTLY

Database processing costs can generate massive overspending

ast 30 ys.

RUNNING FULL MASSIVE DATA LOADS VS INCREMENTAL UPDATES

04

03

02

01

WHY IT HAPPENS

Full data load ETL patterns are easier and faster to build

WHY IT'S COSTLY

Database processing costs can generate massive overspending

CONTROLS NEEDED

Monitor table loads and flag full load patterns for large tables

ast 30 ys.

RUNNING FULL MASSIVE DATA LOADS VS INCREMENTAL UPDATES

04

03

02

01

My Optimizations

Optimization Area All

Potential Savings	Recommendation	
\$27,600.00	2 Data Apps are consuming more than \$10k a year but have fewer than 100 views in the last 30 days.	✕
\$15,500.00	423 users with an active Tableau License have not used Tableau in the past 60 days.	✕
\$7,000.00	2 Tables with over 10m rows are fully reloaded daily	✕

Tables ✕

Tables Search CSV file 📄

<input type="checkbox"/> Table Name	Cost	Count	
<input type="checkbox"/> sales_orders	\$3,000.00	11.3M rows	✕
<input type="checkbox"/> Customer Support SLA's	\$4,000.00	12.2M rows	✕

Select All

04
03
02
01

UNDETECTED SURGES IN DATABASE CONSUMPTION SPENDING

03

02

01

WHY IT HAPPENS

ETL changes happen all the time - DB
Spending is reviewed monthly

UNDETECTED SURGES IN DATABASE CONSUMPTION SPENDING

03

02

01

WHY IT HAPPENS

ETL changes happen all the time - DB Spending is reviewed monthly

WHY IT'S COSTLY

By the time the spike in spending has been detected, excessive DB fees have been spent

UNDETECTED SURGES IN DATABASE CONSUMPTION SPENDING

03

02

01

WHY IT HAPPENS

ETL changes happen all the time - DB Spending is reviewed monthly

WHY IT'S COSTLY

By the time the spike in spending has been detected, excessive DB fees have been spent

CONTROLS NEEDED

Automatically alert on changes in DB consumption feeds as soon as an unusual spike in usage occurs

**UNDETECTED
SURGES IN
DATABASE
CONSUMPTION
SPENDING**

03

02

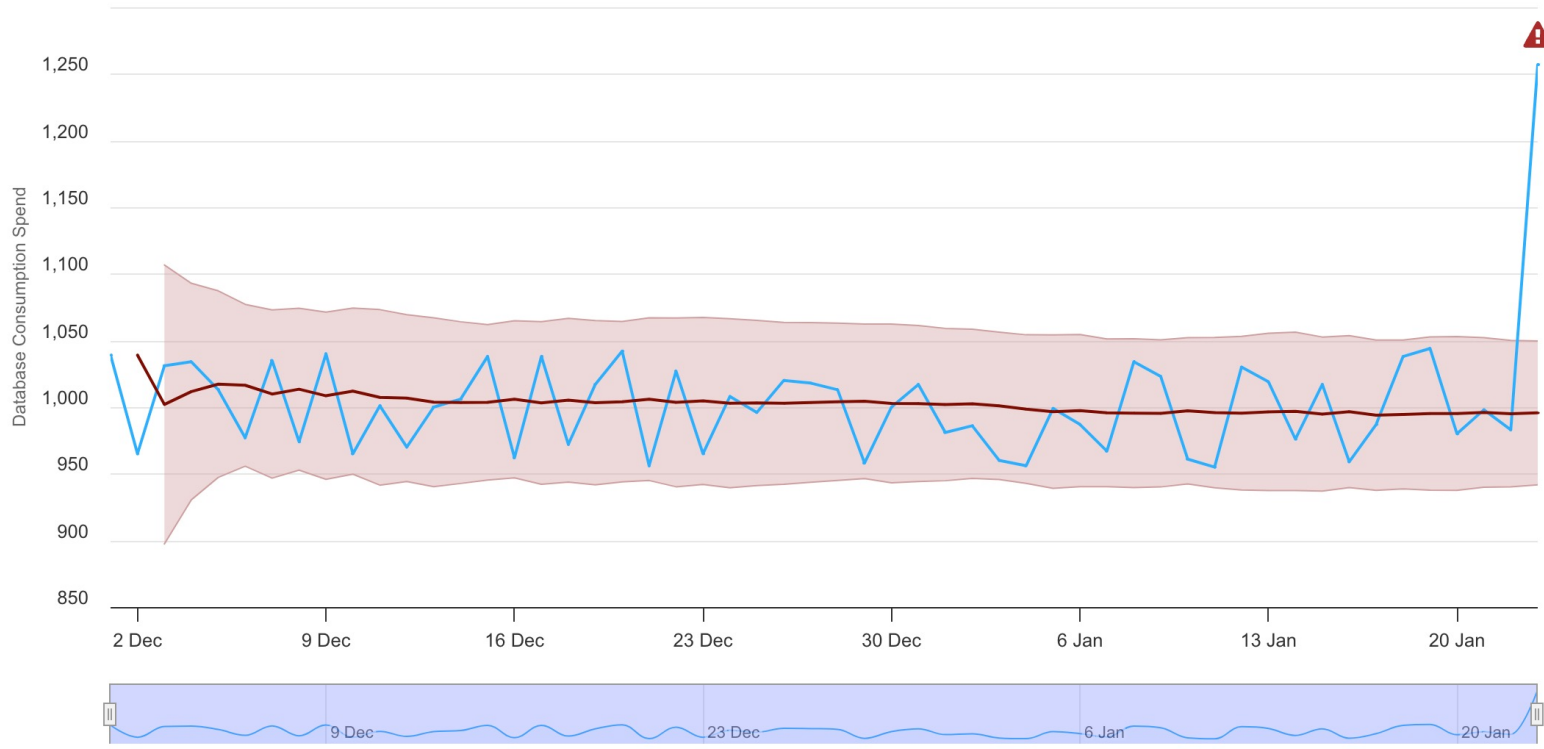
01

Database Consumption Spend

Daily Database Consumption Spend

4w

Standard Statistical



Summary	
Daily Database Consumption Spend	
Current value	1,257 (Thursday 01/23/2025)
% Change	Up 31.07% from Last Week
30 day Avg	996
Minimum ever	955 (Saturday 01/11/2025)
Maximum ever	1,257 (Thursday 01/23/2025)
Details	
Business Owner	Andrew Admin
Technical Owner	Andrew Admin
Engagement	1
Last Data Point	Thursday 01/23/2025
Last Updated	January 24, 2025 5:53

Database Consumption Spend Last 30 day Moving Average 2 Standard Deviation Alerts

Add Expert Analysis

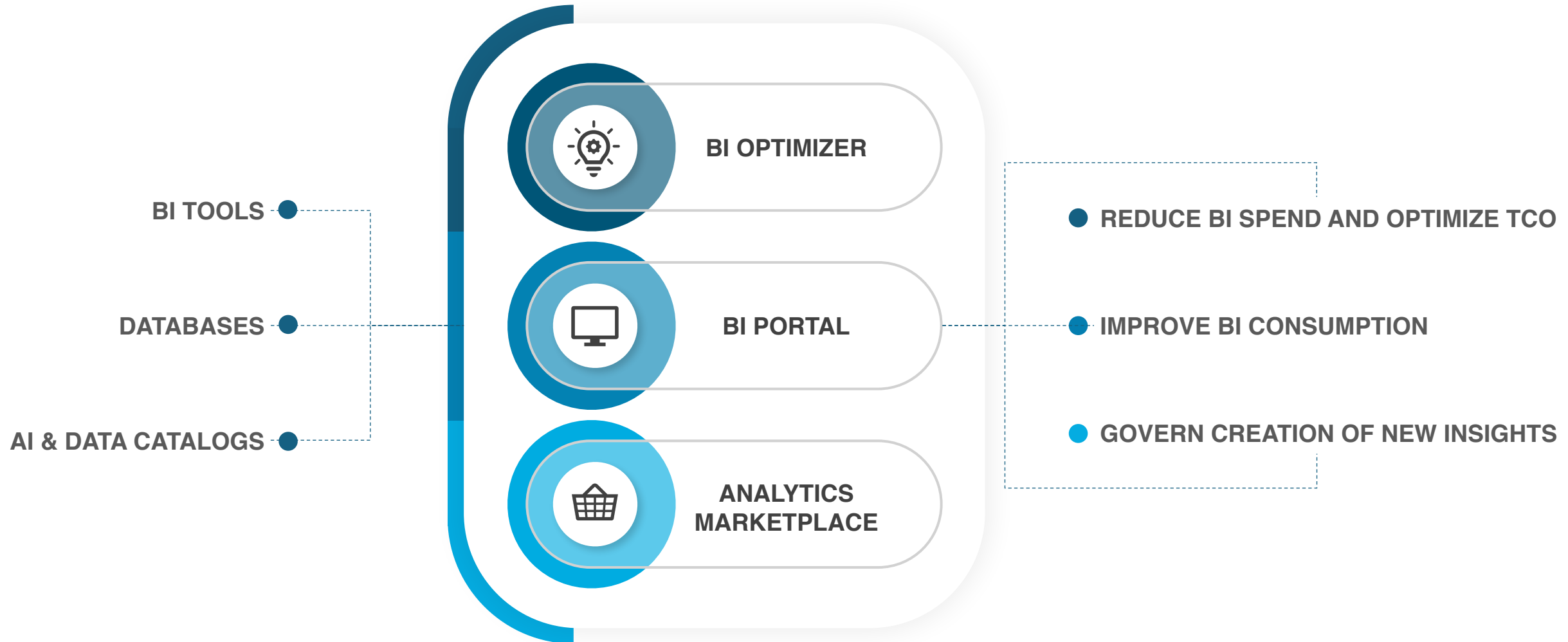
Overlay Metrics

Add Annotation

Refresh

03
02
01

INSIGHTS OPTIMIZATION PLATFORM



METRIC INSIGHTS

Q&A

