DURGA
ANALYTICS

DurgaPulse: BI as a Service for Modern Enterprises

A fully managed analytics service from Durga Analytics: we ingest, model, and visualize your data, deliver reliable dashboards and alerts, and run your BI platform end-to-end—so business teams can focus on decisions, not infrastructure.

Model: Fixed monthly subscription • **Scope:** Data ingestion, modelling, dashboards, alerts & support • **Tools:** Power BI / Tableau / Looker / custom

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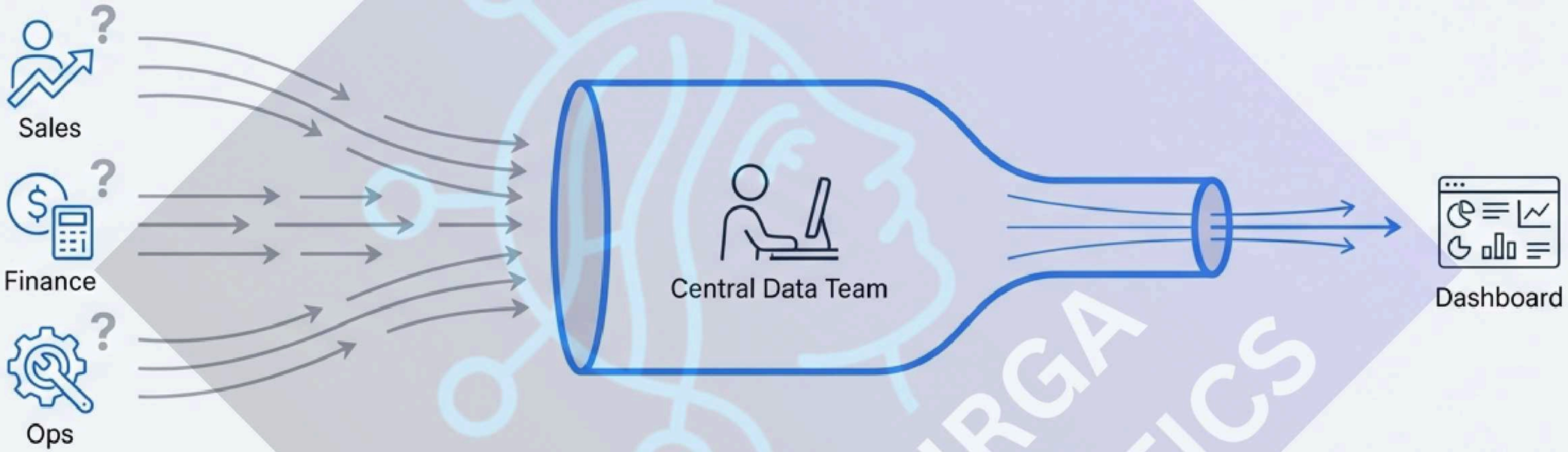
Most enterprise BI programs are caught between ad-hoc requests and overloaded central teams.

The promise of data-driven decision-making often stagnates in a landscape of fragmented reports, unreliable Excel models, and bottlenecks within central IT and data teams.



Inconsistent Truths

Disparate reports and Excel models create conflicting metrics and erode trust in data.

Slow Time-to-Insight

Business teams wait weeks or months for new reports, missing critical decision windows.

High Overhead

Central teams are overwhelmed with operational tasks, unable to focus on high-value strategic analytics.

Low Adoption

Complex tools and untrustworthy data lead to low user adoption, with teams reverting to familiar spreadsheets.

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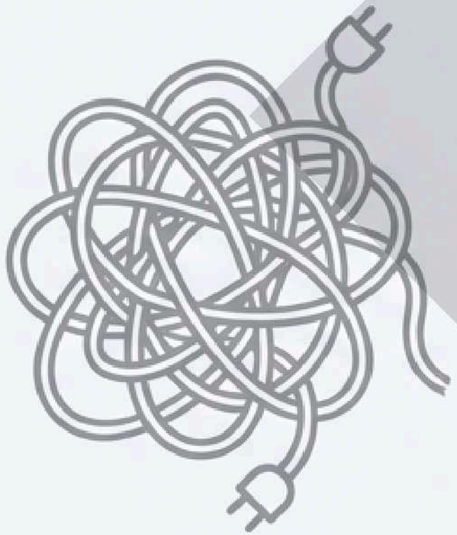
The strategic answer isn't another project. It's turning BI into a predictable, reliable utility.

Imagine your organization's analytics operating like electricity: always on, reliable, and consumed on demand without worrying about the complex infrastructure behind it. This is BI as a Service.

The Old Way: "BI as Projects"



- Unpredictable timelines
- Budget overruns
- Reactive support
- Fragmented ownership
- Technical debt

The New Paradigm: "BI as a Service"

- Predictable costs
- SLA-driven delivery
- Proactive operations
- Clear ownership
- Governed data products

DurgaPulse delivers this new paradigm: a governed, productized analytics layer with SLAs, clear ownership, and reusable data products that business teams can finally trust.

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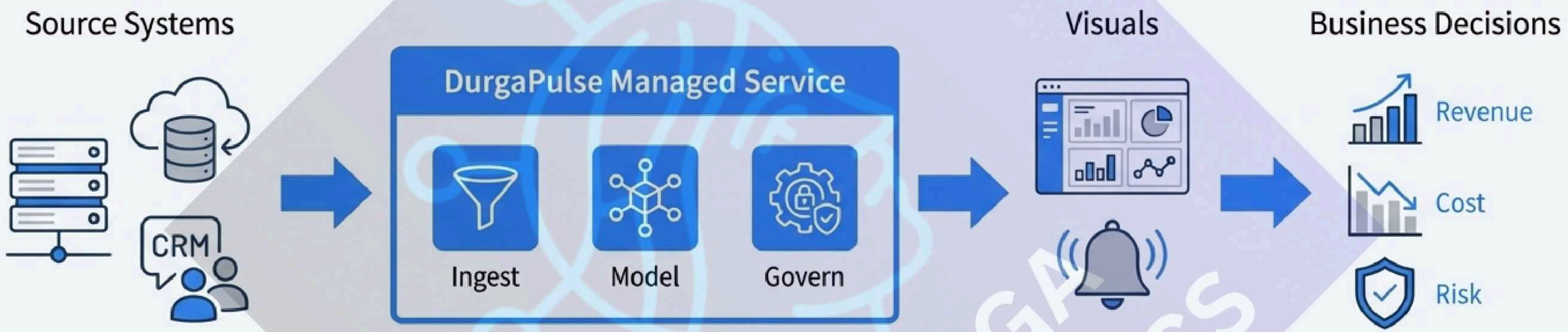
DurgaPulse is your end-to-end managed BI engine.

We handle the entire analytics lifecycle, from source systems to executive dashboards, so you can focus on outcomes.



Key Capabilities Snapshot

- **Outcome-First Analytics:** We start from your business questions and KPIs to design analytics around decisions, not technology.
- **End-to-End Managed Service:** We own ingestion, modelling, visualization, access control, and monitoring, integrated with your tools and cloud.
- **Scales with the Enterprise**: Start with one domain and expand. Our model is built for multi-country, multi-BU, and complex compliance requirements.
- **SLA-Backed Support**: The service includes incident, change, and enhancement workflows for true operational reliability.

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Our service is built on four pillars that cover the full analytics lifecycle.

From raw data to strategic decisions, DurgaPulse provides a complete, structured framework for enterprise analytics.

1 Data & Platform Foundation

We build and manage the core data pipelines and governed warehouse layer.

2 Semantic Models & Governance

We translate raw data into certified, business-friendly data products.

3 Dashboards, Stories & Alerts

We deliver actionable insights in the right format to drive decisions.

4 Operations & Continuous Improvement

We operate, maintain, and continuously enhance the platform with you.

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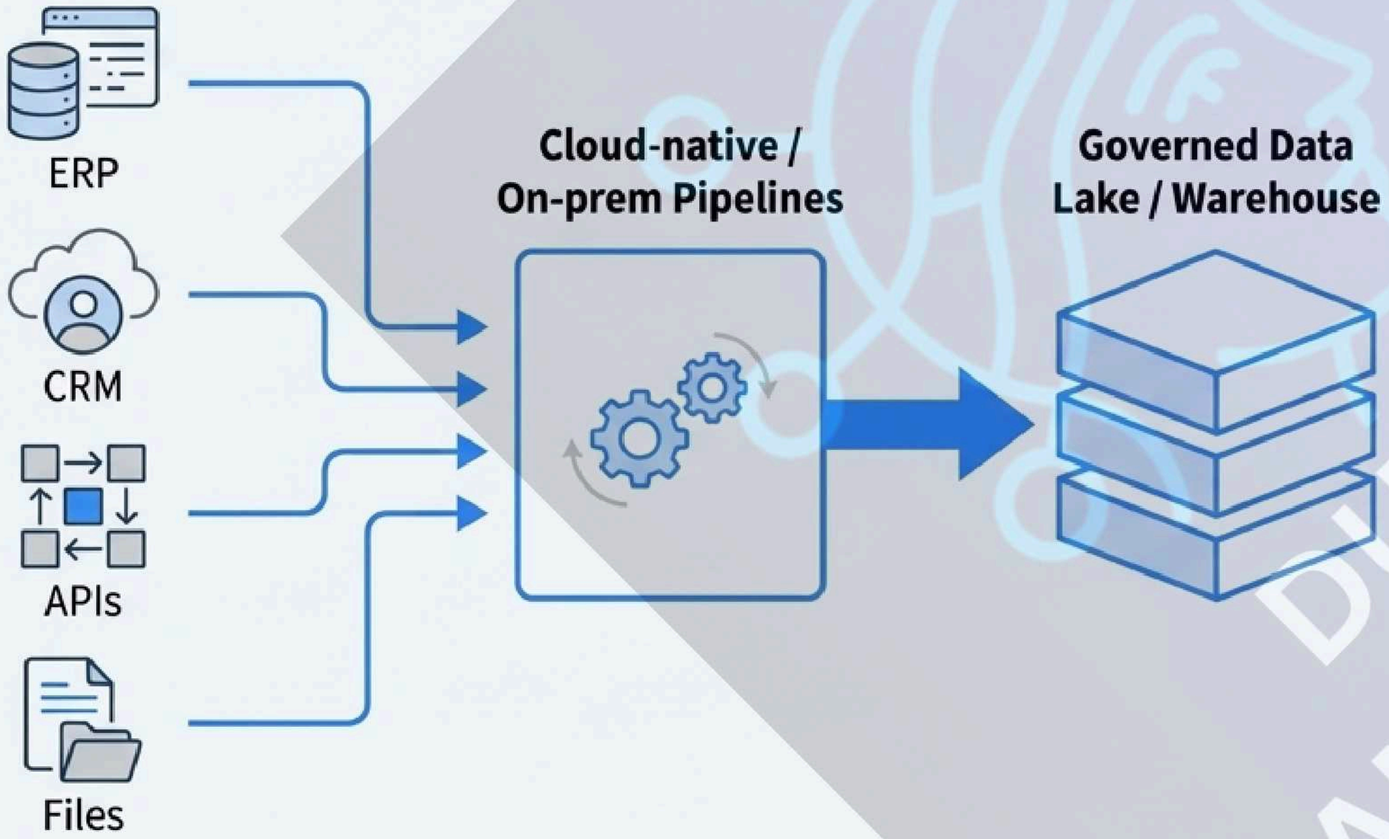
1 Pillar 1: A rock-solid Data & Platform Foundation.

We connect to your critical systems and build a central, governed analytics layer, whether on-premise or in your cloud.



Key Activities and Deliverables

- **Source Onboarding:** Connecting to core systems like ERP, CRM, core banking, trading apps, flat files, and APIs.
- **Robust Pipelines:** Building cloud-native or on-prem pipelines with incremental loads and automated data quality checks.
- **Centralized Data Store:** Establishing a governed data lake, warehouse, or lakehouse as your single source of truth.
- **Metadata Integration:** Integrating with existing metadata, lineage, and business glossary tools where available.

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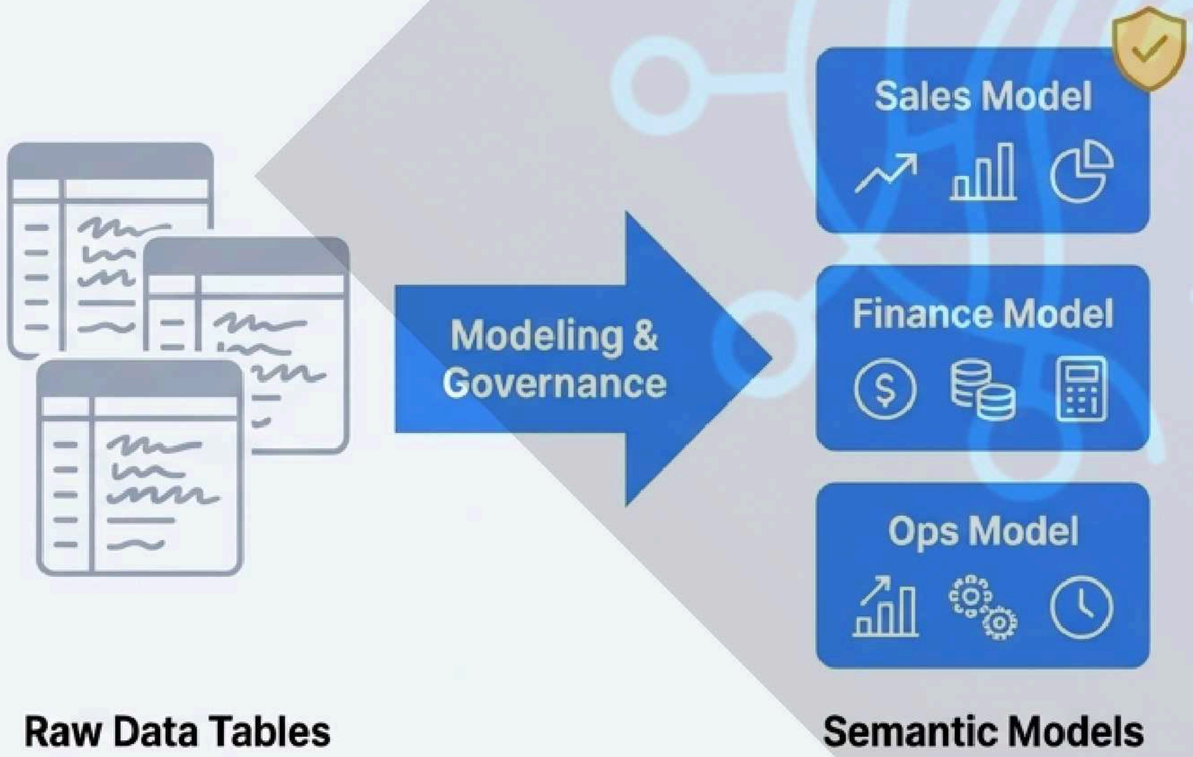
2 Pillar 2: Turning raw data into governed, reusable Semantic Models

We transform data into certified **'data products'** with standardized business logic, reusable metrics, and robust security.



Key Activities and Deliverables

- **Subject-Area Models**: Creating dedicated models for Sales, Finance, Risk, Operations, HR, Marketing, and Supply Chain.
- **Reusable Metrics & Calculations**: Defining and standardizing key business logic (e.g., GM%, NIM, AR days, churn, NPS, SLA adherence).
- **Enterprise-Grade Security**: Implementing role-based data access, row-level security, and data masking where required.
- **Data Certification**: Establishing data quality scorecards and model certification tiers (gold / silver / bronze data products) to build user trust.

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3 Pillar 3: Delivering actionable insights through Dashboards, Stories & Alerts.

We deliver the right information **to the right** person **at the right time**, in the format that best drives action.

Key Activities and Deliverables

- **Executive Cockpits:** C-level and BU leader dashboards (web + mobile ready) for high-level strategic oversight.
- **Operational Dashboards:** Tools for daily/weekly monitoring and managing exceptions.
- **Self-Service Enablement:** Providing governed datasets and templates for power users to explore data safely.
- **Proactive Alerts:** Setting up threshold-based and anomaly-based alerts delivered via email, Teams/Slack, and mobile.

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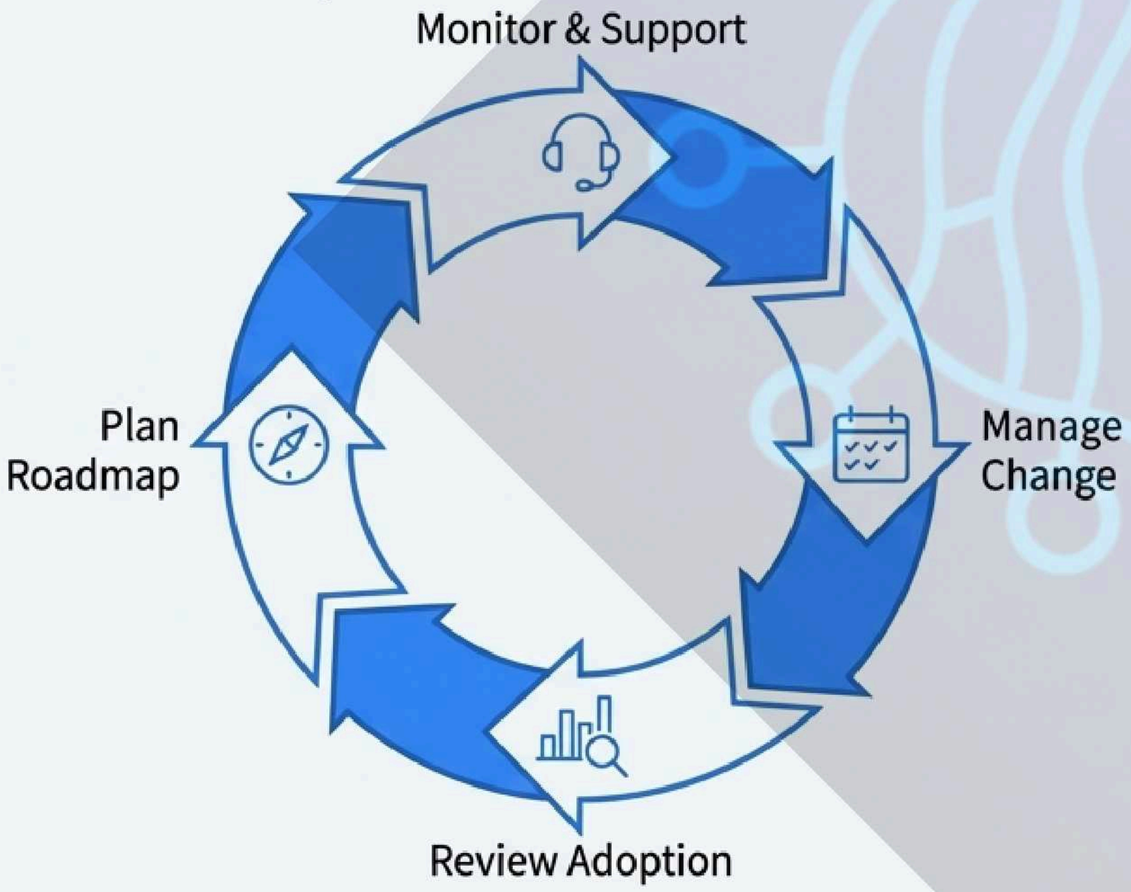
4 Pillar 4: Ensuring reliability and value through Operations & Continuous Improvement.

Our commitment doesn't end at launch. We operate, maintain, and continuously enhance the platform with you.



Key Activities and Deliverables

- **SLA-Backed Production Support:** Formal incident and problem management to ensure uptime and performance.
- **Change & Enhancement Management:** A structured process for managing the backlog with a clear release calendar.
- **Adoption & Usage Analytics:** Regular reviews of dashboard usage to identify opportunities for improvement and training.
- **Strategic Reviews:** Quarterly roadmap sessions to align on new use cases, optimize costs, and ensure the platform evolves with your business.

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DurgaPulse is designed to solve your most critical business challenges, domain by domain.

While the platform is enterprise-grade, rollouts are focused and deliver value quickly. Here are typical starting points.

Example Enterprise Use-Cases

- Executive MIS & Board packs
- Digital channel funnel analytics
- Collections performance & early warning indicators
- Customer profitability & segment analytics
- Branch / region performance dashboards
- Campaign performance & attribution
- Operations efficiency & TAT analytics
- Risk & exposure monitoring (limits, breaches, trends)
- Regulatory & internal reporting automation

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We bring a flexible platform and an expert team to your existing environment.

Works with your stack.

Cloud: Supports Azure, AWS, GCP, and hybrid environments.

Microsoft Azure aws

BI Tools: Supports Power BI, Tableau, Looker, custom React dashboards, and embedded analytics.

Power BI tableau looker

Data Platforms: Deep experience with Snowflake, Databricks, BigQuery, and traditional warehouses.

snowflake databricks

Integrations: Optional integration with your ticketing / ITSM tools (e.g., ServiceNow, Jira) for seamless user request workflows.

servicenow Jira

An extension of your team.

Your service is delivered by a cross-functional team of data engineers, BI developers, product owners, and service managers with deep experience across BFSI, energy, retail, and digital businesses.

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We partner with you on a phased journey from a focused pilot to an enterprise-wide capability.

Our onboarding and co-ownership model is designed to deliver value quickly and scale predictably.

Phase 1: Discovery & Pilot (2–6 weeks)

- **Goal:** Deliver first production-grade dashboards for one domain.
- **Activities:** Assess data sources, define KPIs, stand up a minimal viable analytics stack.

Phase 2: Scale & Standardize

- **Goal:** Expand across the enterprise with governed, reusable assets.
- **Activities:** Add more data sources and domains, roll out semantic models and a standard report catalog, train business champions.

Phase 3: Continuous Improvement

- **Goal:** Evolve the analytics platform as a strategic asset.
- **Activities:** Conduct quarterly roadmap reviews, discover new use cases, perform tuning/cost optimization, and introduce optional optional advanced analytics (ML, forecasting).

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What you get with DurgaPulse is a set of clear, tangible deliverables.

These are the artifacts and services your teams will rely on every day.

- **Managed Data Pipelines**: From priority systems into a governed analytics store.
- **Documented Semantic Models**: And metric definitions, with business glossary mappings.
- **Curated Dashboard Suite**: And report catalog aligned to specific business roles.
- **Alert Configurations & Runbooks**: For key operational and risk indicators.
- **Formal SLA Definition**: Covering uptime, data refresh schedules, support response times, and enhancement delivery.
- **Quarterly Adoption Reports**: With usage data and recommended actions to improve value.

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The proof is in the outcomes our clients achieve.

RFII

> "We consolidated 30+ Excel-based reports into 6 governed dashboards, with daily refresh. **Monthly reporting effort dropped by 70%** and leadership finally trusts one version of the truth."
>
> **— CFO, Regional NBFC**

Transaction Services

> "Operations teams now manage SLAs via live dashboards and alerts instead of manual trackers. **Our escalations reduced significantly within the first quarter.**"
>
> **— Head of Operations, Transaction Services**

Digital Bank

> "DurgaPulse gave us an enterprise analytics foundation without needing to build a large in-house team. **We scaled from one use case to six in under a year.**"
>
> **— Chief Data Officer, Digital Bank**

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Our service plans are designed to scale with your analytics maturity.

Final pricing depends on the number of data sources, users, domains, and SLAs.
Below are typical starting configurations.

Pulse Starter

From US$3,000/mo

Ideal for: A single department or business unit

- Up to 3 data sources
- Up to 50 named BI users
- Business hours support
- Core dashboards
- Monthly reviews

Pulse Growth

From US$8,000/mo

Ideal for: Multi-department analytics with stronger SLAs

- Up to 8 data sources
- Up to 200 named BI users
- Extended support window
- Quarterly roadmap sessions

Pulse Enterprise

Custom

Ideal for: Large, regulated, or multi-country enterprises

- Unlimited domains (scoped by contract)
- Multi-region and DR considerations
- 24×7 support options
- Advanced analytics add-ons

All plans include onboarding, knowledge transfer, and governance alignment. Volume discounts are available for multi-year commitments.

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Email: contact@durgaanalytics.com
Website: www.durgaanalytics.com
WhatsApp: +91 9560116736

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Durga Analytics — Data Strategy · Governance · Quality · Privacy & Security · AI Readiness

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