

# METRIC INSIGHTS

## OPTIMIZE YOUR BI

Eliminate the top areas of waste  
in your BI Environment



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# LOW USAGE OF DATA SCIENCE & AI SOLUTIONS

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## WHY IT HAPPENS

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

# LOW USAGE OF DATA SCIENCE & AI SOLUTIONS

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## WHY IT'S COSTLY

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

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## CONTROLS NEEDED

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

# LOW USAGE OF DATA SCIENCE & AI SOLUTIONS

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- 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

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# **DUPLICATIVE REPORTING & ANALYTICS**

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## WHY IT HAPPENS

Analysts don't know that a report already exists

# DUPLICATIVE REPORTING & ANALYTICS

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## WHY IT'S COSTLY

Duplication of effort and creation of inconsistent metric definitions

# DUPLICATIVE REPORTING & ANALYTICS

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## WHY IT HAPPENS

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## WHY IT'S COSTLY

Duplication of effort and creation of inconsistent metric definitions

## CONTROLS NEEDED

Automatically detect and flag overlapping reports

# DUPLICATIVE REPORTING & ANALYTICS

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

Similar

All Reports

BI Tool(s)

All

Assignee

All

Re

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 <div>Main</div>	2022-02-28	Bobby James	Needs Review
Similar			
<input type="checkbox"/> .. / Product Analysis / MAU Analysis <div>m</div>	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 <div>m</div>	2020-09-05	Edward Kay	Pending Archive
<input type="checkbox"/> .. / Product UX / User Activity Analysis 2023 DRA.. <div>m</div>	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

×

Report Details	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
	<div></div>	<div></div>

Report Column Overlap	Sales Analysis	Sales Summary
Product	<div>✓</div>	
SDR	<div>✓</div>	
Sales Rep	<div>✓</div>	<div>✓</div>
Territory	filter	filter
Attainment Percent	<div>✓</div>	<div>✓</div>
Deals Closed		<div>✓</div>
Open Opportunities		<div>✓</div>

Lineage Overlap	Sales Analysis	Sales Summary
daily_sales_summary_demo_2016		
calendar_date	<div>✓</div>	
product_id	<div>✓</div>	<div>✓</div>

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# **DUPLICATE SEMANTIC MODELS**

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## WHY IT HAPPENS

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

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## WHY IT'S COSTLY

Redundant query loads running against the database

# DUPLICATE SEMANTIC MODELS

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## 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

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# UNUSED BI & REPORTING TOOL LICENSES

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## WHY IT HAPPENS

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

# UNUSED BI & REPORTING TOOL LICENSES

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## WHY IT HAPPENS

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## WHY IT'S COSTLY

Annual BI Tool license fees are wasted

# UNUSED BI & REPORTING TOOL LICENSES

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## WHY IT HAPPENS

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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

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My Optimizations

Optimization Area

All

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

Deactivate Licenses

X

Users

Search

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

☒ Select All

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# HIGH TCO BI APPS WITH LOW USAGE

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## WHY IT HAPPENS

Lack of visibility into the full cost of each BI App

# HIGH TCO BI APPS WITH LOW USAGE

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## 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

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## 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

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My Optimizations

Optimization Area All ▾

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

Data Apps

Data Apps

Search

CSV file

<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

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# **RUNNING FULL MASSIVE DATA LOADS VS INCREMENTAL UPDATES**

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## WHY IT HAPPENS

Full data load ETL patterns are easier and faster to build

# RUNNING FULL MASSIVE DATA LOADS VS INCREMENTAL UPDATES

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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

# RUNNING FULL MASSIVE DATA LOADS VS INCREMENTAL UPDATES

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## 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

**RUNNING FULL  
MASSIVE DATA  
LOADS VS  
INCREMENTAL  
UPDATES**

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01

My Optimizations

Optimization Area All

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

Tables

Tables

Search

CSV file

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

☒ Select All

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# UNDETECTED SURGES IN DATABASE CONSUMPTION SPENDING

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## WHY IT HAPPENS

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

# UNDETECTED SURGES IN DATABASE CONSUMPTION SPENDING

03

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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

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## WHY IT HAPPENS

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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

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Database Consumption Spend

Daily Database Consumption Spend

Info

Star

Alert

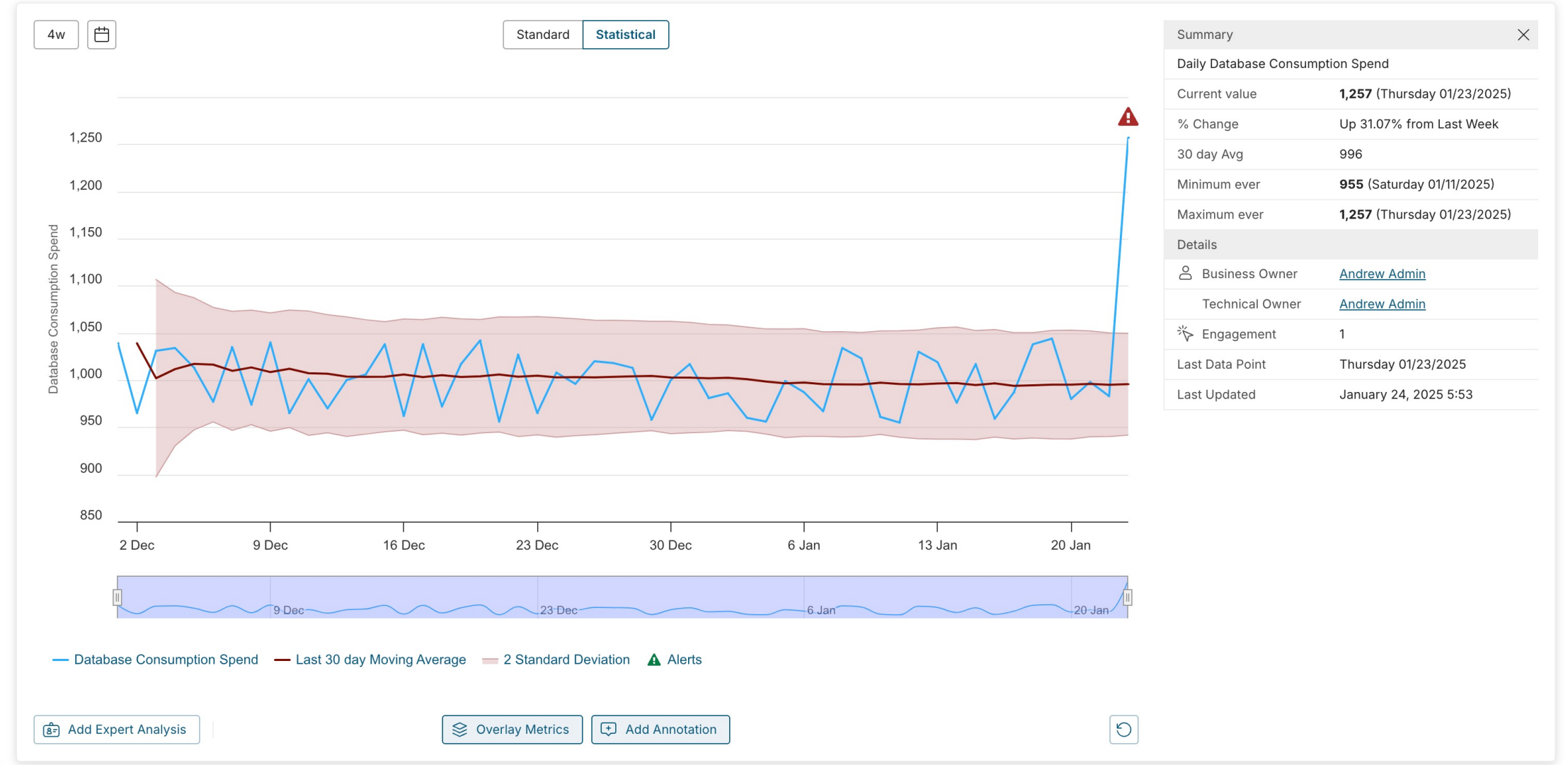
Database

Link

Download

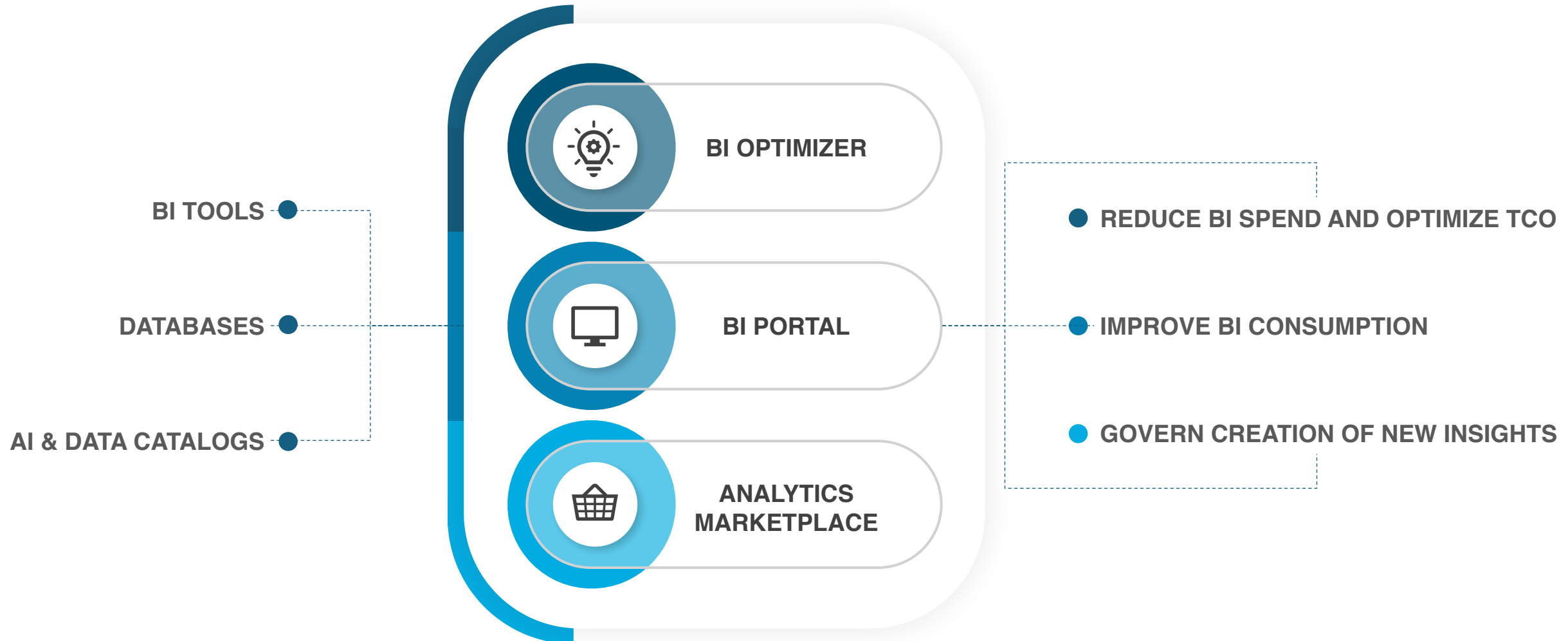
Settings

Actions



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# INSIGHTS OPTIMIZATION PLATFORM



# METRIC INSIGHTS

## Q&A

