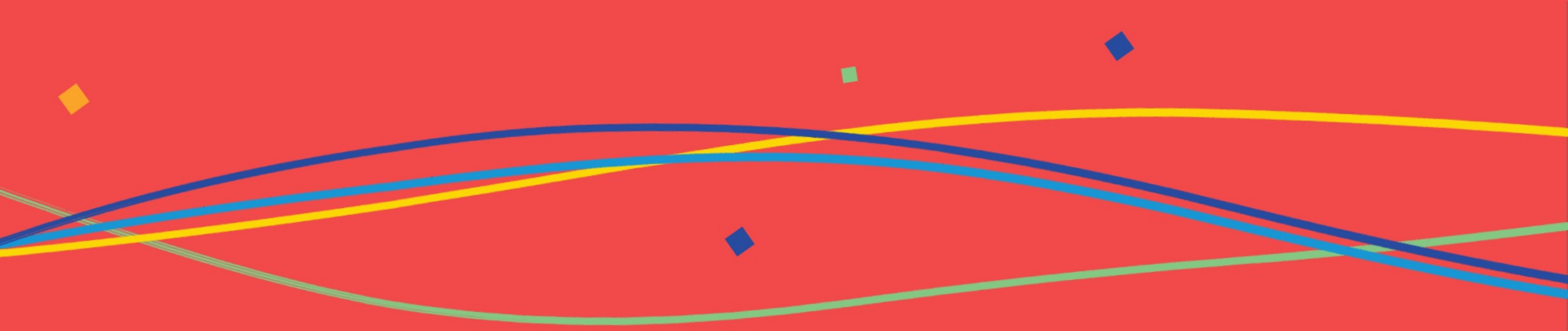


# Data-driven Decision Making with Zoho Analytics

Chandrashekar L S P

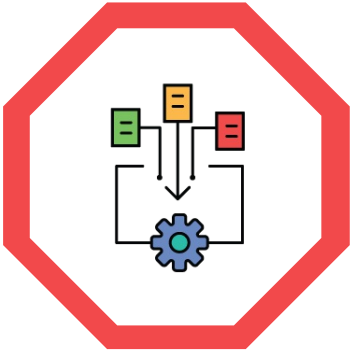


# Data is the new oil

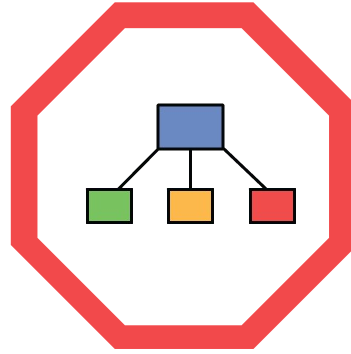




# Data Exploration



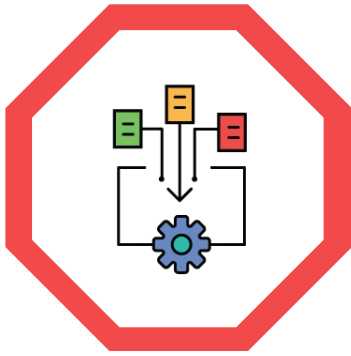
Data Acquisition



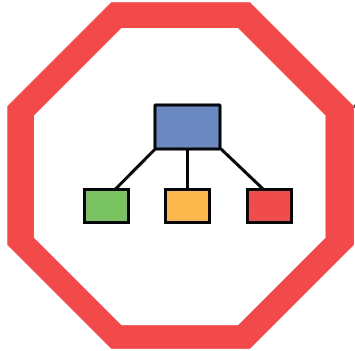
Data Processing



Visual Analysis



Data Acquisition



Data Processing

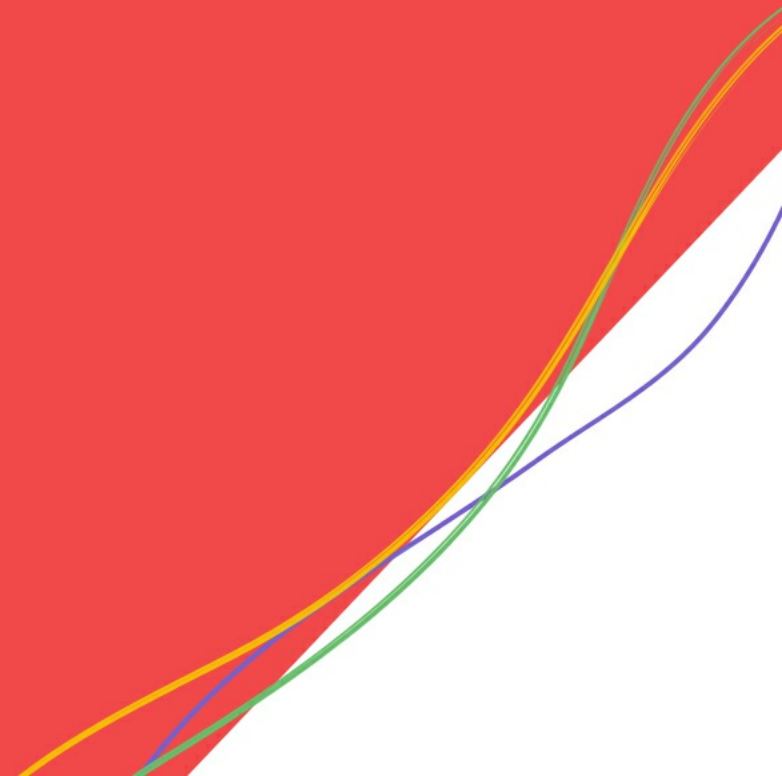


Visual Analysis



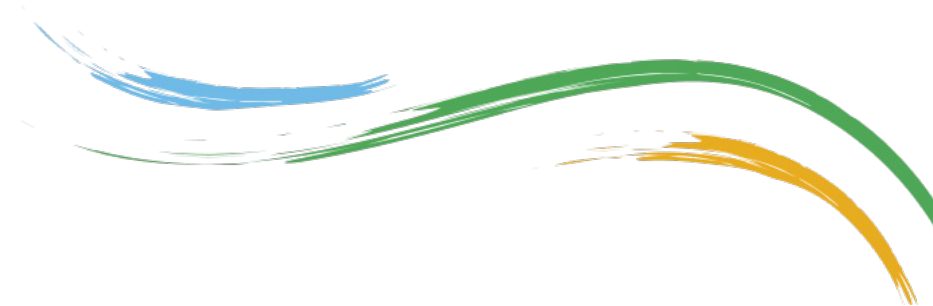
**Unified  
Business Analytics**

**Why do you need  
Analytics?**

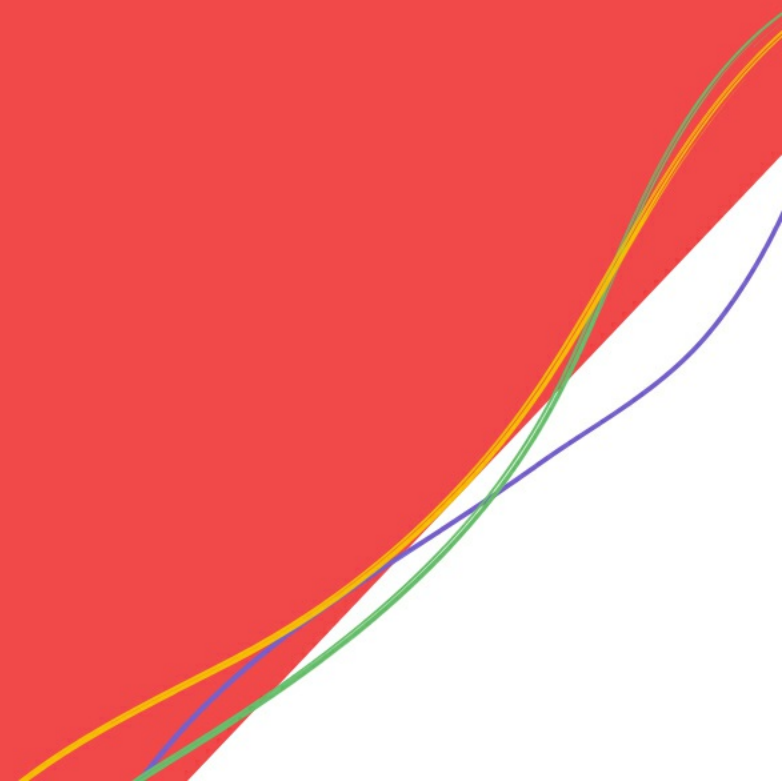


# Insights

for better data-driven decision making



**Why a data analytics  
platform when I have  
in-app reports?**







HelpDesk Analytics



Sales Analytics



Project Management Analytics



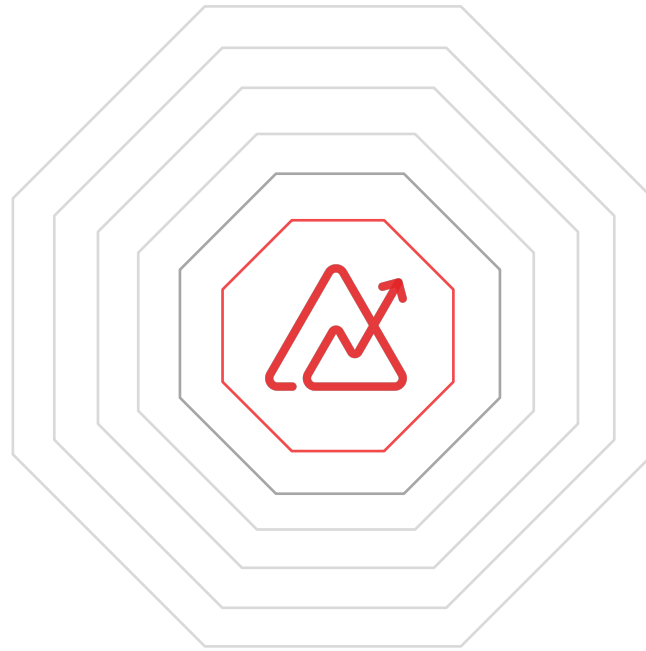
Financial Analytics



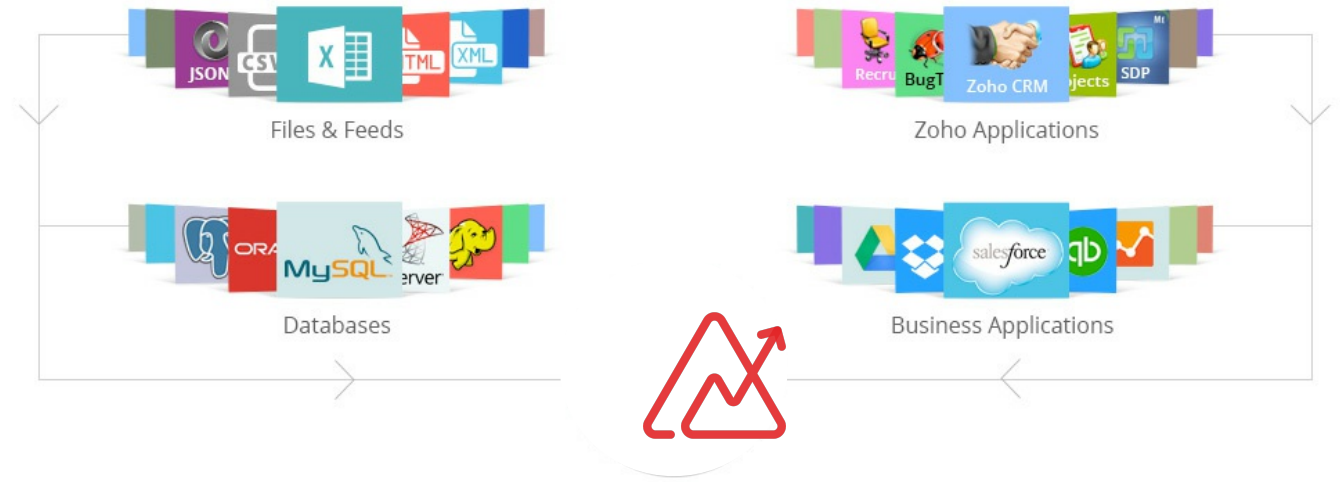
Social Media Analytics



Marketing Analytics



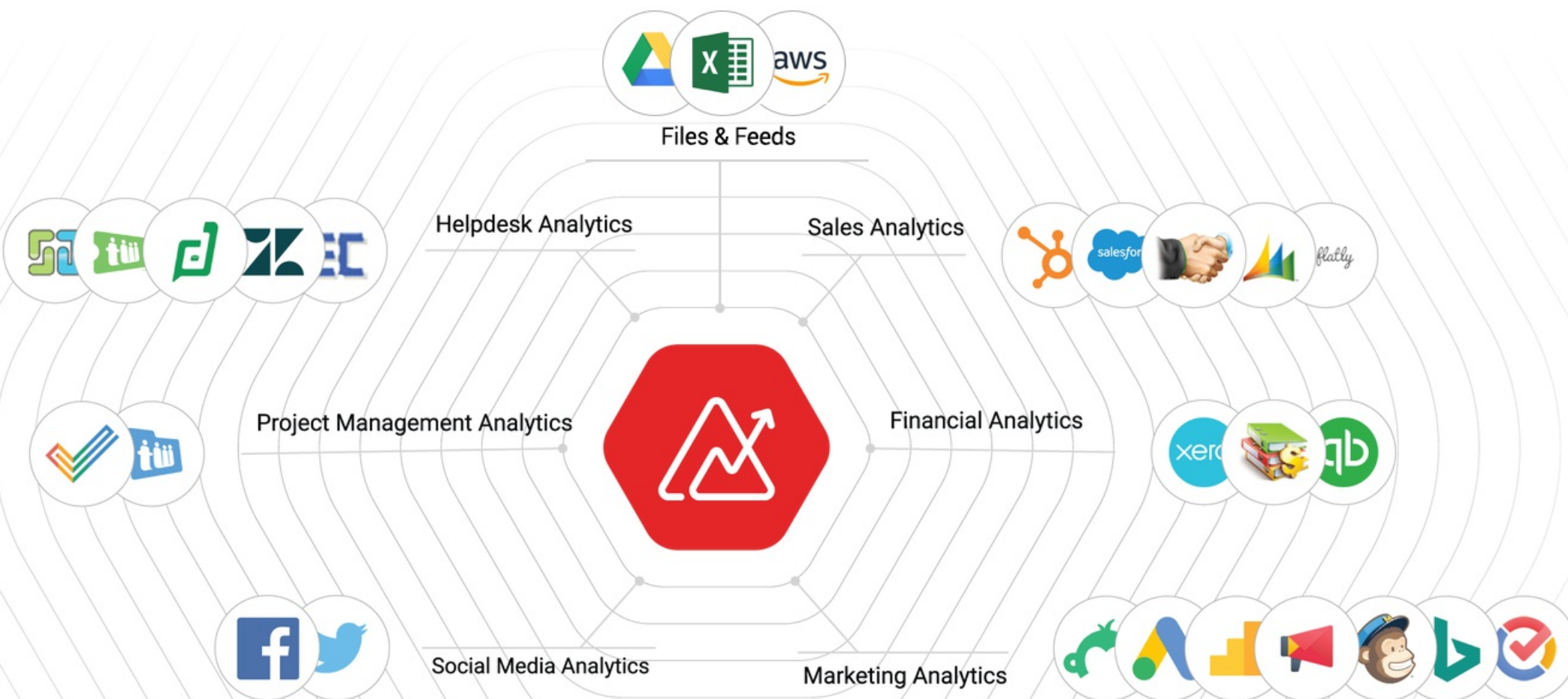
## 1. Analyze your data from any source



## 2. Build interactive reports & dashboards easily



## 3. Powerful collaboration and publishing options



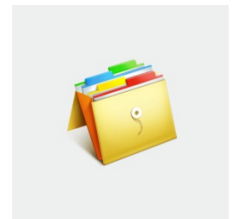
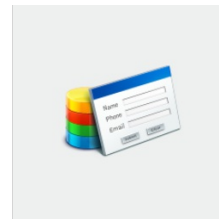
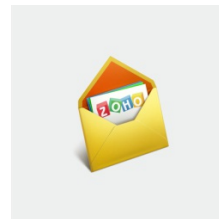
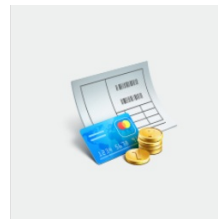
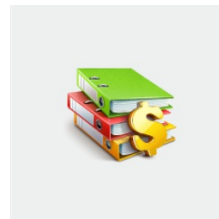
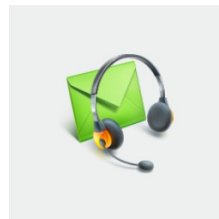
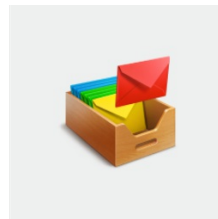
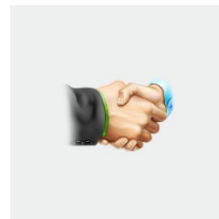
Operating  
System



Suites



Apps



# Zoho Analytics Setup

- Create Workspace
- Import Data
- Reports & Dashboard
- Collaborative decision making
- Setup data alerts to be notified on key changes in KPIs



# Departmental Analytics



Executive Dashboard

Revenue 2018

\$6.46M

2017: \$2.76M

Expense 2018

\$416.82K

2017: \$79.40K

Profit 2018

\$1.75M

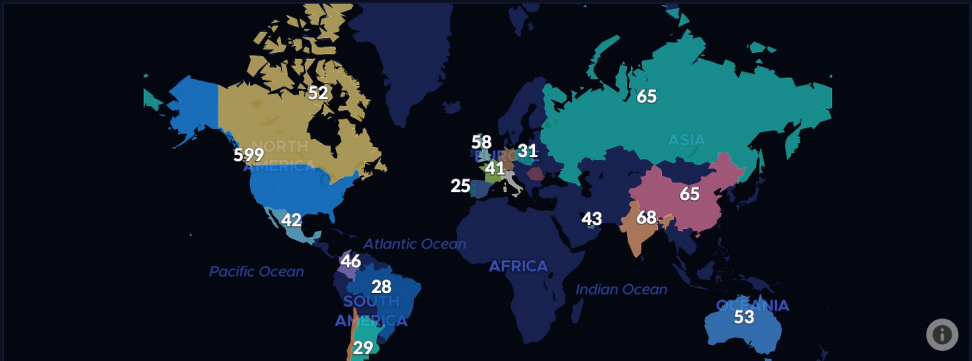
2017: \$10.64K

C-SAT Rate 2018

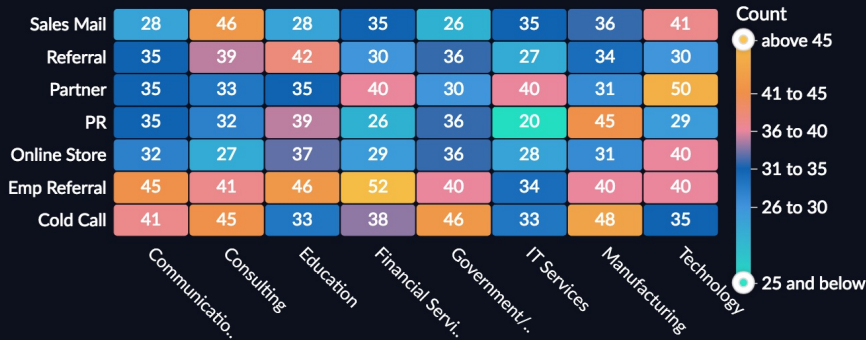
77.02%

2017: 76.95%

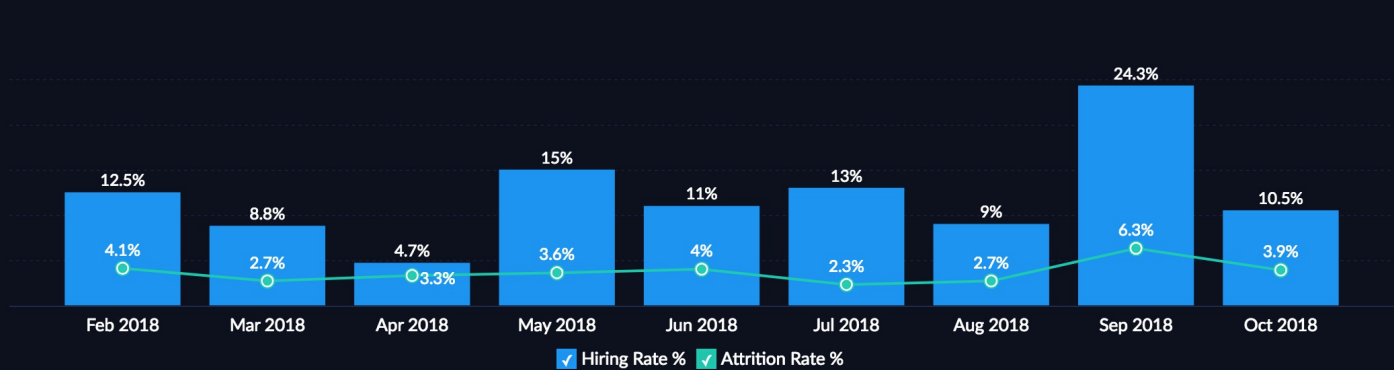
Global Customer Base



Leads Conversion by Industry and Source



Hiring vs Attrition



Revenue per Employee

111.18K

Active Employee Count

224

Hiring Rate YTD

145%

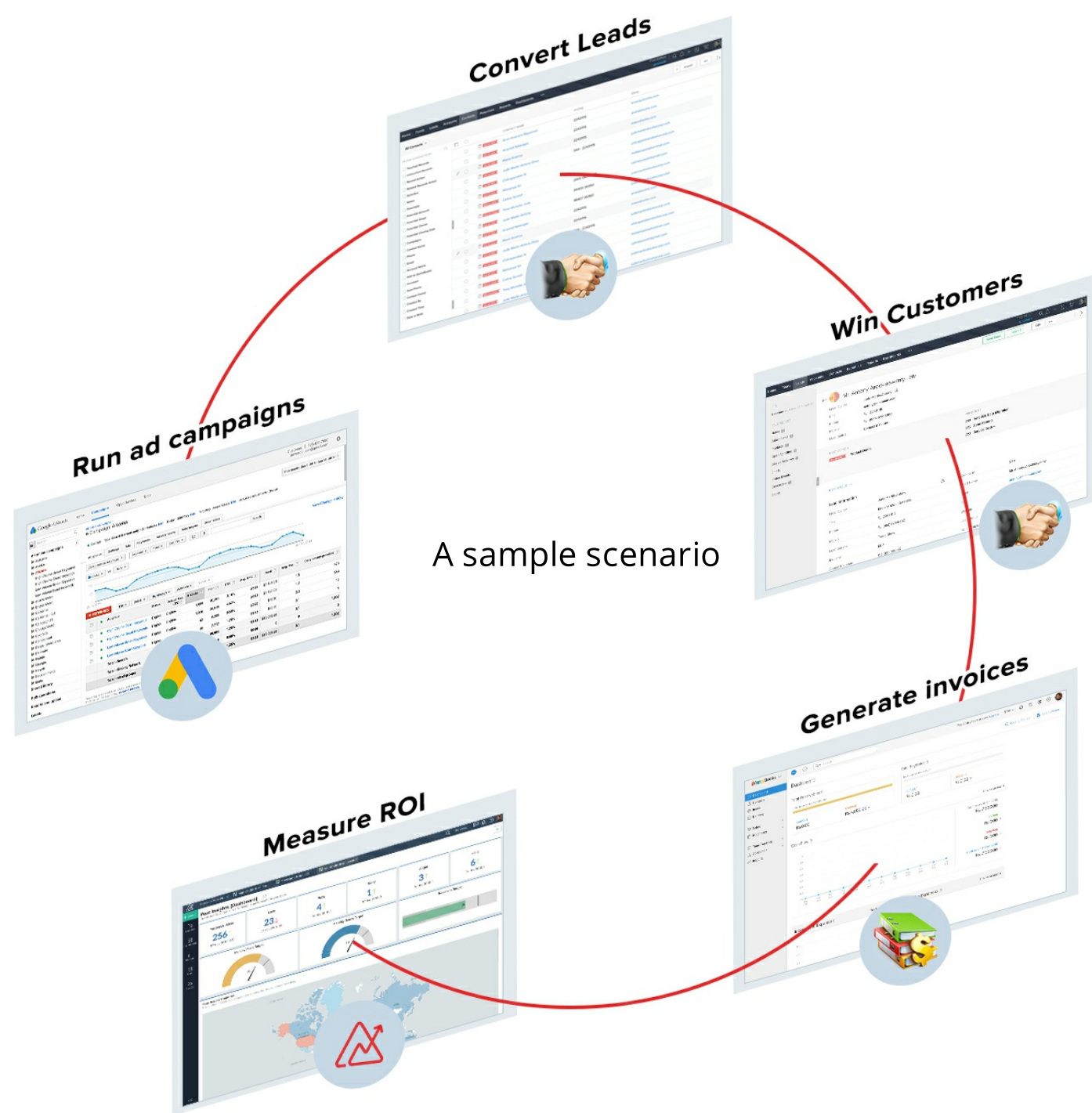
# Cross Departmental Analytics





# Third-Party Data Analytics





# Blended Dashboard

## Marketing ROI Dashboard



ROI Nov 2018

**\$1.93M** ▼

Oct 2018: \$6.44M

Revenue: Nov 2018

**\$2.09M**

Campaign Cost: Nov 2018

**\$160.68K** ▼

Oct 2018: \$825.23K

Lead Conversion Rate: Nov 2018

**49.79%** ▼

Oct 2018: 49.79%

CTR Nov 2018

**2.97%** ▲

Oct 2018: 2.91%

Avg CPC: Nov 2018

**3.44** ▼

Oct 2018: 3.63

Avg Lead Acquisition Cost

**\$27.57**

Avg Deal Acquisition Cost

**\$552.80**

### ROI by Google Ads Campaign

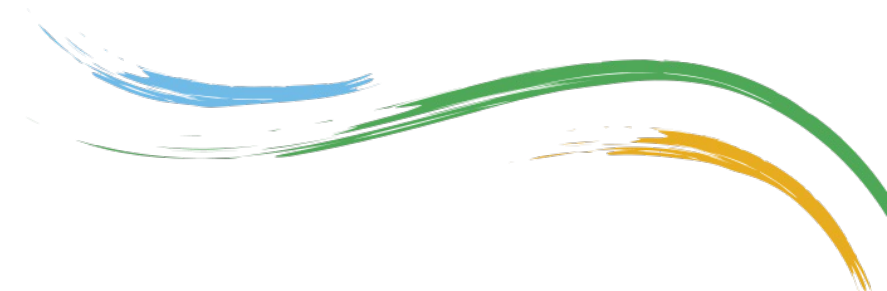


### ROI by Location



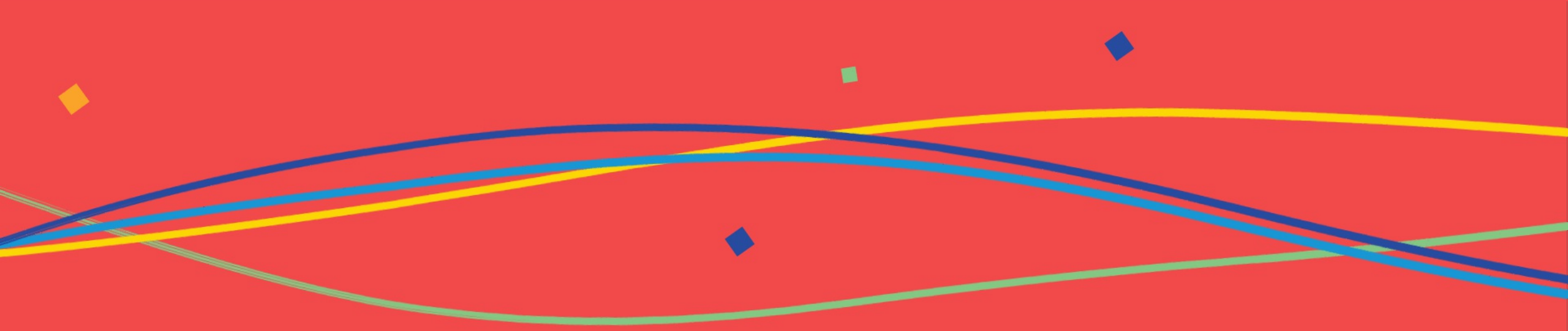
# Unified Business Analytics

- Ready-to-use, domain specific charts and dashboards
- Share and publish reports and dashboards with fine-grained ACL
- Collaborative decision making
- Setup data alerts to be notified on key changes in KPIs





# Thank You



# Questions

