

Fabriq Analytics Project Description

Fall 2023

Jesse Bonner is the founder of Fabriq Analytics, a consulting firm specializing in business analytics. Our core mission is encapsulated in the phrase:

"Weaving analytics into the fabric of your company."

We empower businesses to make informed decisions founded on data-driven insights. We achieve this through the following strategic approaches:

1. Automation:
 - a. Leveraging the power of cloud computing, we automate your analytics and reporting.
 - b. A centralized cloud data warehouse stores information from all your platforms, offering a holistic view of your business operations.
 - c. Manual data manipulation becomes obsolete, affording you the time and resources to nurture your business's growth.
2. Cloud Dashboards:
 - a. The narrative of your business's performance comes to life through analytical dashboards.
 - b. Employing the power of Tableau, we present the information you desire in a digestible format available anywhere and on any device.
 - c. Industry-specific Key Performance Indicators (KPIs) are meticulously tracked over time, unveiling the outcomes of your strategic choices.
3. Custom Applications:
 - a. We craft business applications that seamlessly interface with your data ecosystem.
 - b. From streamlined task trackers to complex Manufacturing Resource Planning (MRP) applications, we're a comprehensive solutions provider.
4. Dedicated Project Management:
 - a. Our distinctive approach involves a dedicated project manager who remains your steadfast partner throughout the entire project lifecycle, guaranteeing optimal outcomes.
 - b. This continuous engagement enables us to cultivate a comprehensive understanding of your business's operational nuances and challenges.
 - c. Our ultimate objective is to establish ourselves as a reliable and trusted voice in your journey.

This is a startup so there is no website yet. The main objectives of this project are:

1. Develop a website that effectively communicates the services provided
2. Showcase current work
3. A contact form
4. Questionnaire form for potential clients
5. SEO optimization

Extra credit: A client portal with Tableau Embedded Analytics. This will allow Fabriq to white label client dashboards.

Here's the schedule for this Fall:

1. First Client Interview on Thursday Sept 7 from 11 am - noon ET
2. Second Client Interview on Thursday Sept 26 from 11 am - noon ET
3. Client feedback session on Tuesday October 31 from 11 am - 12:20 pm ET
4. Client final presentations on Tu & Th December 5 & 7 - from 11 am - 12:30 pm ET