

# Insights & Data Transformation for a Major Enterprise

For more information and additional use cases visit our [Microsoft Practice](#)

## About the Customer

Our client is a leading provider of pioneering diagnostic products for gastrointestinal ailments. Operating across the United States, the company is driven by its mission to support the discovery of novel diagnostics and therapeutics for the human microbiome, in a fiscally conscious and socially responsible way.

## Technology stack

We utilized Microsoft Fabric as a key component of our technology stack. This combination enabled advanced data visualization, predictive analytics using Synapse & Azure ML.



7%

Revenue Growth



96%

Data Quality & Accuracy Improvement



[LinkedIn](#)



[www.sparinfosys.com/microsoft](http://www.sparinfosys.com/microsoft)



[info@sparinfosys.com](mailto:info@sparinfosys.com)

## BUSINESS CHALLENGE



Operating in a sector where timely and accurate diagnostics can significantly impact patient outcomes, the client faced a significant challenge to derive actionable insights from kit sales and sample data repositories. However, a decentralized landscape of source data posed complexities in extraction, mapping and loading processes.

## BUSINESS SOLUTION



We developed a comprehensive data platform tailored to meet the client's specific needs:



Data Integration



Interactive Dashboards



Enhanced Customer Segmentation

## BENEFITS

1

### Data Source Consolidation, Extraction & Mapping

Using the Microsoft Fabric platform, data was consolidated from various sources, with Azure Data Factory handling extraction, consolidation, and cleansing. Data modeling was conducted in Azure SQL, while Azure Data Lake managed unstructured data effectively.

### Dashboards & Predictive Analytics

Using Power BI, we designed dashboards with key performance indicators (KPIs) for quick sales overviews and generated dynamic reports for product, region, and customer sales analysis. A comprehensive trend analysis to predict future sales trends and identify growth opportunities. - Azure Synapse

2

### Sales Monitoring & Optimization

With demographic and purchase behavior data, we segmented customers for tailored marketing strategies and implemented a Power BI-based system for efficient sales funnel monitoring.

3

**Microsoft Fabric can be custom tailored to address the industry needs of end to end data visualization, data connectivity and advanced analytics. Fabric is being leveraged by several small enterprises as a cost effective MDM solution.**