



## **Data Analytics & Business Intelligence.**

*We turn raw data into powerful insights that drive smarter business decisions through tailored analytics, intuitive dashboards, and actionable reports that empower your growth.*

### **Core Services.**

#### **1.Data Health Check**

##### **Data Audit:**

*Conduct a full scan of your existing data sources to identify errors, duplicates, gaps, and inconsistencies.*

##### **Data Quality Report:**

*Receive a detailed, easy-to-understand report highlighting the health of your data, risks, and recommended improvements.*

##### **Actionable Fix Plan:**

*Practical next steps for how to clean, organize, and protect your data moving forward.*

#### **2. Data Cleaning**

##### **Error & Duplicate Removal:**

*Conduct a full scan of your existing data sources to identify errors, duplicates, gaps, and inconsistencies.*

##### **Standardization:**

*Receive a detailed, easy-to-understand report highlighting the health of your data, risks, and recommended improvements.*

##### **Validation & Verification:**

*Practical next steps for how to clean, organize, and protect your data moving forward.*

#### **3. Data Preparation**

##### **Structuring & Formatting:**

*Organize data into tables, fields, and categories ready for reporting.*

Combining Data Sources:

*Merge spreadsheets, databases, and CRM exports into one clean dataset.*

Data Transformation:

*Convert raw data into meaningful, analysis-ready formats.*

#### **4. Reporting & Visualization**

Custom Dashboards:

*Build interactive dashboards (Power BI, Tableau, Google Data Studio) for real-time insights.*

Automated Reports:

*Schedule recurring reports using Power Automate, delivered straight to your inbox.*

KPI Development & Monitoring:

*Define, track, and visualize key performance indicators.*

#### **5. Advanced Analytics**

Business Performance Analysis:

*Analyze sales, operations, or financial data to discover trends and inefficiencies.*

Predictive Analytics & Forecasting:

*Forecast future trends, demand, or customer behaviour using historical data.*

Customer Segmentation & Profiling:

*Group and profile customers to uncover patterns and target marketing.*

#### **6. Data Strategy & Training**

Data Strategy Consulting:

*Design a practical plan for using data to drive growth.*

Team Training:

*Upskill your staff to use dashboards and reports effectively and ethical data practices*

Ongoing Support:

*Continuous monitoring, updates, and improvements.*

## **Pricing Packages**

**Starter Package — KES 15,000**

*Perfect for small businesses wanting to get started with data-driven insights.*

***Includes:***

- *1 dashboard with up to 2 pages (Power BI, Tableau, or Google Data Studio)*
- *Up to 2 data sources (Excel + Google Sheets)*
- *Basic Data Health Check (quick review for obvious errors and inconsistencies)*
- *Basic data cleaning (removal of duplicates, formatting)*
- *PDF/Excel export setup*
- *1 revision included*

***Delivery:*** 3–5 business days

**Professional Package — KES 35,000**

*Ideal for growing businesses that need customized, automated, and branded insights.*

***Includes:***

- *Up to 3 dashboards with multiple pages*
- *Up to 5 data sources (API, Excel, SQL, Google Sheets, etc.)*
- *Comprehensive Data Health Check*
- *Advanced Data Cleaning & Preparation*
- *Scheduled automated reports & email delivery (using Power Automate)*
- *Custom branding & layout design*
- *KPI development & tracking*
- *Up to 3 revisions*

***Delivery:*** 5–7 business days

**Enterprise Package— From KES 75,000**

*Ideal for growing businesses that need customized, automated, and branded insights.*

***Includes:***

- *Unlimited dashboards and reports.*
- *Integration with multiple, large data sources (ERP, CRM, APIs, etc.)*
- *Full automation (data refresh, report scheduling, custom workflows using Power Automate)*

- *Advanced Analytics (forecasting, predictive & statistical modelling)*
  - *Team training (2 virtual sessions)*
  - *Ongoing support for 1 month*
  - *Custom KPI and metric development*
- Custom delivery timeline based on scope*

### **Contact & Brochure**

Download Full Brochure (PDF)

 Email: [info@kenbraniac.com](mailto:info@kenbraniac.com)

 Call or WhatsApp: +254 707 978 268