



EINSTEIN ANALYTICS STARTER PACKAGE

TAKING THE FIRST STEP WITH EINSTEIN ANALYTICS

Our Einstein Analytics Starter Package is an offering designed to introduce Einstein Analytics functionality within your Salesforce instance. The project will help you establish a solid foundation of Descriptive Analytics, from Einstein dashboards to datasets. Far from taking a one-size-fits-all approach, our Einstein Analytics Starter Package includes a formalized elaboration phase to generate greater clarity into requirements and provide better value from your project investment.

CORE BENEFITS

- Eliminate your “swivel chair” and drive platform adoption
- Enhance your user experience through embedded Analytics and mobile-first design
- Make faster business decisions within the system of interaction
- Enable users to take action on the insights they uncover
- Reduce technical debt incurred by report and dashboard proliferation
- Drive increased ROI from your technology stack

HYBRID-AGILE METHODOLOGY

Traction on Demand will take an iterative development approach during your project, known as the hybrid-agile methodology.

This methodology incorporates regular user feedback in a series of sprints. Each sprint cycle will result in the completion of a single use-case, which will be tested by users and revised according to feedback.

“The Einstein Analytics Starter Package is a great way to start driving value and ROI through Descriptive Analytics. At Traction on Demand, we take a Crawl, Walk, Run approach to digital transformation, and organizations that take this initial step will be poised to move into Predictive and Prescriptive functionality in future projects.”

David Rees, Principal Strategist, Analytics, Traction on Demand



EINSTEIN ANALYTICS PROJECT STRUCTURE & DETAILS

OUR METHODOLOGY

Every Einstein Analytics Starter Package follows the same four-phase project structure:



ELABORATION

- Identify goals, personas, user stories, KPI's
- Conduct data investigation



DATA MODELLING

- Data model build
- External system integration
- Security implementation



VISUALIZATION DEVELOPMENT

- Dashboard & lens development
- Iterative UAT & revisions



DEPLOYMENT

- User training
- Release to others
- Gather feedback & support



ESTIMATED TIMELINE

10 - 12 Weeks

TRACTION ON DEMAND RESOURCES

Project Manager

Data Developer

QA Analyst

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