

BUSINESS INTELLIGENCE CONSULTING SERVICES

Turning *17 million rows* of raw market data into a strategic investment decision engine.

How **Brewster Consulting Group** delivered end-to-end **Business Intelligence Consulting** – ETL, data modeling, and a purpose-built Power BI dashboard – to help an investment firm shortlist acquisition targets in hours instead of weeks.

CLIENT	ENGAGEMENT	DATASET	PRACTICE
VMG – Investment Firm	ETL & Power BI Dashboard Build	17M+ rows (DataPloR)	Business Intelligence Consulting Services

01 – THE CHALLENGE

A 17M-row dataset that was *too big to be useful* – until Business Intelligence Consulting made it readable.

VMG, a premier investment firm focused on strategic growth opportunities, was sitting on a market-analysis dataset sourced from **DataPior** totaling over **17 million rows**. The data was meant to help the team identify and evaluate acquisition targets – but without the right Business Intelligence Consulting Services in place, the dataset had become a burden, not a resource.

WHERE THE DATA WAS BREAKING DOWN

01 Unmanageable manual processing

Analysts were stitching together exports by hand – long turnaround times, high error risk, and no repeatable pipeline.

02 Slow time-to-insight

The team couldn't quickly extract patterns from the data, delaying decisions on opportunities that had short windows.

03 No centralized data model

Spreadsheets lived in inboxes and shared drives, with no shared structure to support collaboration across the deal team.

04 Performance ceiling on standard tools

Excel and ad-hoc tooling buckled at 17M+ records, making any cross-sectional analysis fragile and painfully slow.

05 Missed opportunities buried in the data

Trends, outliers, and high-potential targets stayed invisible because the firm had no way to surface them at scale.

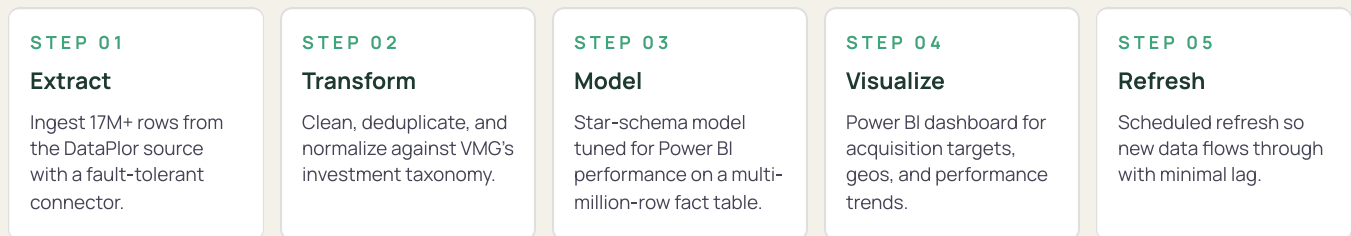
"VMG needed a Business Intelligence Consulting partner who could transform an overwhelming dataset into a decision-making asset – not another tab to scroll through."

02 – OUR APPROACH

End-to-end Business Intelligence Consulting Services – from raw extract to executive-ready dashboard.

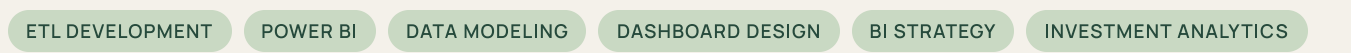
Our team delivered a scalable BI stack designed around how VMG actually evaluates deals. Every layer – ingestion, modeling, visualization, refresh – was built to serve the questions the investment committee was already asking.

THE PIPELINE WE BUILT



WHAT THE ENGAGEMENT INCLUDED

- | | |
|---|---|
| <p>→ Robust ETL pipeline</p> <p>An Extract, Transform, Load process built to handle and clean 17M+ records with speed and precision.</p> | <p>→ Streamlined refresh processes</p> <p>New data ingested and reflected in the dashboards with minimal lag – analysis stays current without manual lifts.</p> |
| <p>→ Data modeling tuned to the business</p> <p>Raw data restructured around VMG's investment priorities so analysts could ask real questions, not wrestle joins.</p> | <p>→ Embedded with VMG's team</p> <p>Tight collaboration with internal stakeholders so the final solution was intuitive, scalable, and aligned with strategic workflows.</p> |
| <p>→ Advanced Power BI dashboard</p> <p>Purpose-built to analyze acquisition targets, visualize geographic and performance trends, and filter by custom investment criteria.</p> | <p>→ Documentation & enablement</p> <p>Hand-off materials so VMG's team can extend the dashboard, add filters, and onboard new analysts independently.</p> |



03 – RESULTS & IMPACT

A scalable analytics solution that pays for itself every time a deal moves faster.

With Brewster's Business Intelligence Consulting Services in place, VMG no longer treats their DataPlor dataset as a roadblock – it's a strategic advantage. The investment team has structured, intuitive access to the data they need, when they need it.

17M+ROWS INGESTED
& MODELED**1**UNIFIED POWER BI
DECISION DASHBOARD**∞**CUSTOM FILTERS ACROSS
REGION, INDUSTRY & KPI

WHAT CHANGED FOR VMG

- ✓ **Massive datasets are now navigable**
Structured, intuitive analysis at scale – no more manual sorting, no more rework.
- ✓ **Faster time-to-insight**
The investment team moves quickly on opportunities with data to back their decisions.
- ✓ **Deep, configurable analysis**
Custom visualizations and filters support deep dives by region, industry, performance indicators, and more.
- ✓ **Always-fresh data**
Seamless integration of new data keeps analysis current without added manual effort.
- ✓ **Stronger strategic planning**
Decisions are now backed by clear, visualized data aligned with VMG's investment thesis.

VMG now views their DataPlor dataset not as a challenge, but as a strategic advantage – thanks to the efficient, scalable Business Intelligence Consulting solution built by Brewster.


LET'S BUILD YOUR BI ENGINE

Looking for Business Intelligence Consulting Services that turn data into decisions?

Brewster Consulting Group empowers organizations through comprehensive data management, process improvement, and project management. Whether you're starting with a spreadsheet or sitting on millions of rows, our Business Intelligence Consulting team helps you unlock the value of your data with tailored, end-to-end solutions.

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Three ways our Business Intelligence Consulting Services help

STAND UP

Build a BI foundation from scratch — ETL, modeling, dashboards, governance.

SCALE UP

Take an existing BI stack from fragile to enterprise-grade and self-serve.

TUNE UP

Audit, optimize, and harden an existing Power BI or Tableau deployment so it actually drives decisions.

