

PRIVATE EQUITY ANALYTICS

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

How Brewster Consulting Group delivered end-to-end **Private Equity Analytics** — portfolio modeling, performance benchmarking, and an executive-ready investment dashboard — to help a PE firm accelerate deal decisions and monitor portfolio health.

CLIENT

**VMG —
Investment Firm**

ENGAGEMENT

**PE Analytics &
Dashboard Build**

DATASET

**8M+ rows
(DataPlor)**

PRACTICE

**Private Equity
Analytics**

01 — THE CHALLENGE

A portfolio dataset that was *too fragmented to act on* — until Private Equity Analytics made it visible.

VMG, a premier investment firm focused on strategic growth opportunities, was managing portfolio performance data sourced from DataPior totaling over 8 million rows. The data was meant to help the team monitor holdings and evaluate new acquisition targets — but without the right Private Equity Analytics capabilities in place, the dataset had become a burden, not a competitive edge.

WHERE THE DATA WAS BREAKING DOWN

- 01 Siloed portfolio data**
Each fund and deal team maintained separate spreadsheets — no unified view of portfolio performance.
- 02 Slow time-to-insight**
Analysts spent days compiling reports, delaying decisions on time-sensitive deal opportunities.
- 03 No centralized data model**
Inconsistent KPI definitions across deals made it impossible to benchmark companies fairly.
- 04 Performance ceiling on standard tools**
Excel buckled under 8M+ records, making cross-portfolio analysis fragile and painfully slow.
- 05 Missed value creation signals**
Trends, outliers, and underperforming holdings stayed invisible because there was no scalable way to surface them.

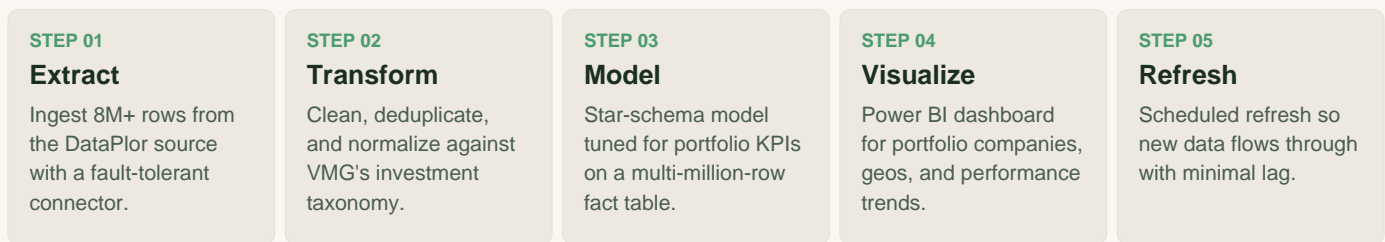
"VMG needed a Private Equity Analytics partner who could unify fragmented portfolio data into a single source of deal truth."

02 — OUR APPROACH

End-to-end Private Equity Analytics Services — from raw extract to executive-ready dashboard.

Our team delivered a scalable analytics stack designed around how VMG actually evaluates deals and monitors portfolio companies. 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

- **Robust ETL pipeline**
An Extract, Transform, Load process built to handle and clean 8M+ records with speed and precision.
- **Portfolio performance modeling**
Raw data restructured around VMG's fund hierarchy so analysts could track KPIs without wrestling joins.
- **Advanced Power BI dashboard**
Purpose-built to analyze portfolio companies, visualize geographic and sector trends, and filter by custom investment criteria.
- **Streamlined refresh processes**
New data ingested and reflected in the dashboards with minimal lag — analysis stays current without manual lifts.
- **Embedded with VMG's team**
Tight collaboration with internal stakeholders so the final solution was intuitive, scalable, and aligned with strategic workflows.
- **Documentation & enablement**
Hand-off materials so VMG's team can extend the dashboard, add filters, and onboard new analysts independently.

ETL DEVELOPMENT

POWER BI

DATA MODELING

DASHBOARD DESIGN

PE STRATEGY

PORTFOLIO ANALYTICS

03 — RESULTS & IMPACT

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

With Brewster's Private Equity Analytics solution in place, VMG no longer treats their DataPior 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.

8M+ROWS INGESTED
& MODELED**1**UNIFIED POWER BI
DECISION DASHBOARD**∞**CUSTOM FILTERS ACROSS
SECTOR, GEO & KPI

WHAT CHANGED FOR VMG

- ✓ **Portfolio data is now navigable**
Structured, intuitive analysis at scale — no more manual sorting, no more version-control chaos.
- ✓ **Faster time-to-insight**
The investment team moves quickly on opportunities with live portfolio data to back their decisions.
- ✓ **Deep, configurable analysis**
Custom visualizations and filters support deep dives by sector, geography, performance indicators, and more.
- ✓ **Always-fresh data**
Seamless integration of new data keeps portfolio analysis current without added manual effort.
- ✓ **Stronger strategic planning**
Decisions are now backed by clear, visualized data aligned with VMG's investment thesis and fund strategy.

VMG now views their DataPior dataset not as a challenge, but as a strategic advantage — thanks to the efficient, scalable Private Equity Analytics solution built by Brewster.

LET'S BUILD YOUR PE ANALYTICS ENGINE

Looking for Private Equity Analytics that turns portfolio data into deal intelligence?

Brewster Consulting Group empowers investment firms through comprehensive data management, process improvement, and project management. Whether you're managing a handful of portfolio companies or hundreds of deals, our Private Equity Analytics team helps you unlock the value of your data with tailored, end-to-end solutions.

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Three ways our Private Equity Analytics services help

STAND UP

Build a PE analytics foundation from scratch — ETL, data modeling, dashboards, and portfolio governance.

SCALE UP

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

TUNE UP

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