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BI Project

For a leading company in the investment fund marketplace

Power BI

The client

Fundstore is a leading company in the trading of financial products, as well as the only Italian player that allows the subscription of financial products without the need to have a current account with the intermediary.

With Fundstore, you can choose from over 140 management companies, both Italian and foreign. Its end customers can operate directly on their portfolio either directly from the web portal, by accessing their reserved area, or from mobile applications.

The need

Optimize business analysis

Fundstore needed to optimize its business data analysis process.
The most interesting data was that relating to its customers' transactions, their area of residence, and performance trends, segmented by customer and business partner.

The business data was stored on a legacy system (DB2/400), so there was also a need to be able to perform analysis using modern, flexible, and intuitive business intelligence tools in order to simplify reports and improve their performance without resorting to manual extraction.

Finally, Fundstore wanted to make the analysis tool available to key users within the company and share reports with both MS Dynamics CRM users and other types of users.

- optimize the process of analyzing business-related data

- modern, flexible, and intuitive BI tool

- use and sharing of BI reports also on Dynamics CRM

The solution

Power BI, the market-leading BI solution

Power BI was chosen as the tool due to its versatility and native ability to publish reports online.
It was decided to synchronize the data needed for analysis from the legacy DB2/400 system to an MS SQL Server database. Based on Fundstore's requirements, some of this data was pre-processed during the copying phase to enable complete analysis using Power BI.

It was therefore decided to import the data into Power BI, given the possibility of performing direct queries, in order to take advantage of the tool's native pre-processing capabilities. This allows for greater autonomy for Fundstore's key users.

Reports are developed using Power BI. Users access the Power BI Dashboards within Dynamics to simplify the user experience and take advantage of all the advanced navigation features of the Business Intelligence tool.

Data is automatically synchronized once a day, and key users can also perform on-demand updates independently.

The Advantages

All the data needed for analysis is available in a single database.

For each report, you can decide which entities to import in a simple and intuitive way.

Daily synchronization is automated, so users no longer have to extract data from DB2/400 and reprocess it to make it usable for analysis, making this task much more immediate. It is also possible to synchronize the data source with a simple click.

Custom dashboards and apps allow reports to be shared and used in a simple and customizable way, based on the needs and skills of the user for whom they are intended.

Power BI allows key users to perform powerful data reprocessing without the need for in-depth technical knowledge.

The implementation

An ETL process was implemented to extract data from DB2/400 and transfer it to the MS SQL Server database. Given the quantity of data, transformations were carried out using views in order to optimize it for subsequent analysis with Power BI and to simplify consultation for the end user.

A VM (Virtual Machine) was configured to act as a gateway, through which an automatic daily data update sync was set up, while still allowing the user to perform manual updates "on demand."

We opted to import data into Power BI rather than performing direct queries in order to take advantage of some of the features offered by the tool, such as the automatic creation of hierarchies on datetime fields.
We also created dashboards and web-based apps for customized report sharing.

The architecture
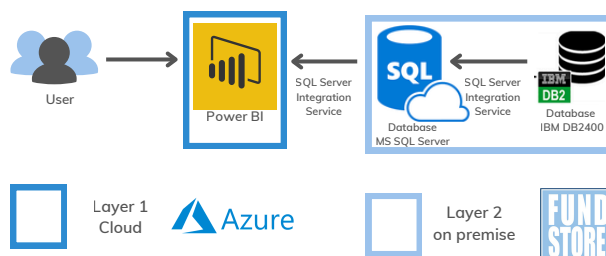
The results

Data analysis is immediate, shareable, and customizable by the end user.

The import and synchronization processes are fast, allowing users to perform analyses on up-to-date data.

Key users have ample scope for customizing reports and data.

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