

# MICROSOFT

Microsoft, a global leader in technology solutions, was in the developmental phase of a new product, "Career Coach". This innovative product was designed to facilitate career development and guidance, leveraging Microsoft's expansive technological ecosystem.

**Microsoft****Project Date:**  
May 2019 - Dec 2019**Client:**  
Microsoft**Industry:**  
Technology

## Challenges

**Before the anticipated launch of Career Coach, Microsoft aimed to:**

- **Prepare for Prelaunch Readiness:** Microsoft needed to tag and extract website data for the new beta product to ensure optimal prelaunch preparedness.
- **Optimize Usage, Adoption, and Retention:** They sought to track and analyze user interactions and journeys across different pages on the website, focusing on usage, adoption, and retention metrics.

## Objectives

**Microsoft strived to:**

- **Enhance App Usage, Adoption, and Retention:** Improve the interaction, adoption, and sustained use of the app by leveraging accurate and insightful data analytics.
- **Enhance Decision-Making Capabilities:** Develop advanced analytics solutions to foster informed and impactful decision-making processes.

Get in touch with us at  
[connect@sparkintelgroup.com](mailto:connect@sparkintelgroup.com)



To achieve these objectives, we provided an end-to-end data implementation solution. Our approach included:

- **Comprehensive Data Infrastructure Development:** Implemented data infrastructure, Google analytics, tagging, ETL, and SQL, facilitating comprehensive data management and analysis.
- **Data Modeling and Privacy Protection:** Employed star schema and data modeling techniques, incorporating robust level security (RLS) to ensure user data protection.
- **Development of Actionable PowerBI Dashboards:** Created visually compelling and actionable PowerBI dashboards, focusing on trend analysis, KPIs, and user journeys, with enhanced drill-down capabilities.
- **Training and Support:** Conducted intensive training sessions for internal stakeholders on dashboard utilization and drill-down capabilities, ensuring optimal use of the implemented solutions.

## Results

Our collaboration with Microsoft yielded significant improvements:

- **Enhanced Visibility:** Achieved over **70% improvement** in visibility, allowing for more informed and accurate decision-making processes.
- **Increased App Usage:** Witnessed a **30% increase** in app usage, fostering enhanced interaction and engagement with the app.
- **Improved Retention:** The implemented solutions significantly improved user retention, ensuring sustained interaction and utilization of the app.
- **Informed Decision-Making:** The developed solutions provided Microsoft with the tools required for better decision-making and prepared them to capture and track valuable data upon app launch.

## Conclusion

Our partnership with Microsoft epitomizes the transformative impact of advanced data analytics solutions in optimizing product launches and user interaction. By providing comprehensive data implementation solutions, developing actionable PowerBI dashboards, and imparting essential training, we empowered Microsoft to achieve enhanced visibility, app usage, and retention for their innovative product, Career Coach. The substantial improvements in visibility and informed decision-making underscore our commitment to delivering value-driven solutions, positioning our clients for sustained success in their respective domains.