



FROM DATA —————> DECISIONS

REPORTING & ANALYTICS THAT DRIVE RESULTS

PRESENTERS



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EXERCISE

Share one Reporting pain point
you have within your
organization



WHAT IS DIGITAL REPORTING?

Digital reporting involves the use of software and online platforms to collect, analyze, visualize, and share data in real time.

It streamlines the process of turning raw data into actionable insights.



Types of Digital Reporting Tools

- **Business Intelligence (BI) Tools:**

Power BI, Tableau, Google Data Studio



- **Web Analytics Tools:**

Google Analytics, Adobe Analytics

- **Social Media Reporting**

Hootsuite, Sprout Social

- **CRM & Sales Reporting**

Salesforce, HubSpot

- **Project/Operations Reporting**

Monday.com, Asana, Smartsheet



Types of Data You Can Display

Financial Data – Sales, Revenue, Expenses

Marketing Metrics – Clicks, Impressions, Conversions

Operational Data – Efficiency and Project Timelines

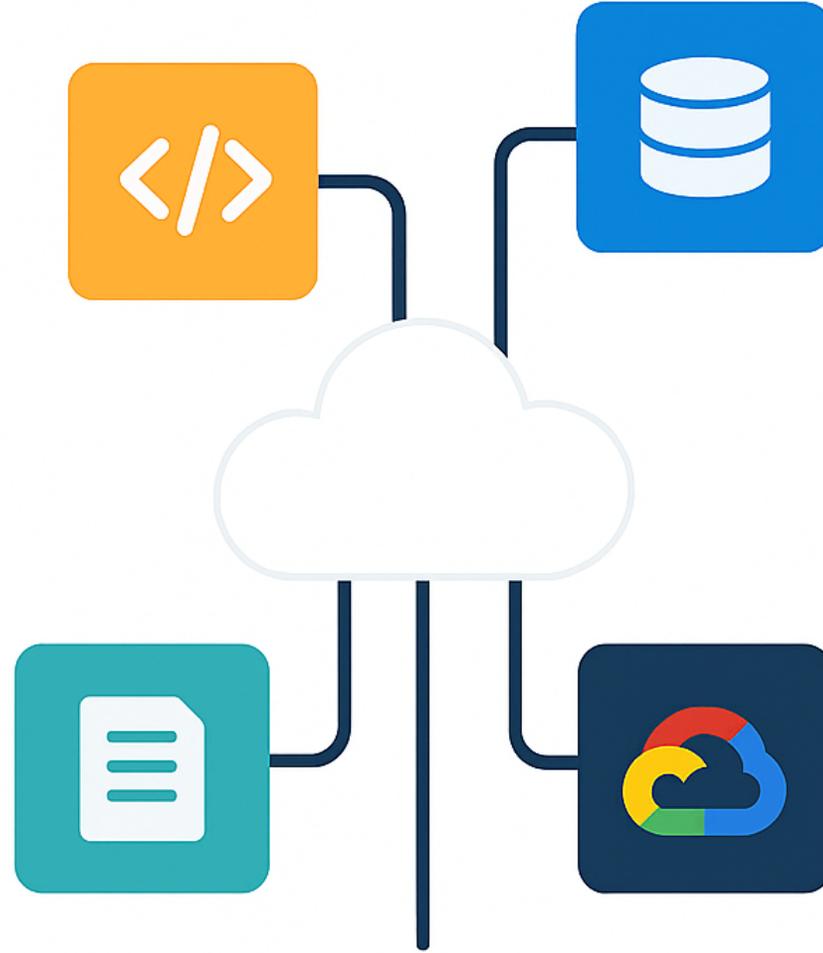
Customer Data – Satisfaction, Retention, Demographics

Performance Metrics – KPI's, Targets, Outcomes



How Data is Connected

- **APIs (Application Programming Interfaces)** – automatic data flow from various systems
- **Databases** – SQL or cloud storage connections
- **File Imports** – CSV, Excel, or Google Sheets uploads
- **Cloud Services** – integrations with platforms like Google Cloud or Azure



How You Can Share the Data



Interactive Dashboards – Viewable Online



Automated Reports – Emailed Regularly



Embedded Reports – Intranet or Website



Downloadable Files – PDF, Excel, CSV



Collaborative Platforms – Shared via Google Drive, Teams, Slack, etc.

Challenges of Manual Reporting



Inconsistencies

Data entry and interpretation can vary among individuals, leading to discrepancies.



Limited Analytical Skills

Some users may find it challenging to understand raw data or navigate complex spreadsheets.



Time-Intensive

Manual tasks such as gathering data and formatting reports consume significant time.



Basic Reporting

Reports frequently lack visual elements or storytelling that effectively communicate insights.



Delayed Delivery

Reports may become outdated by the time they are completed and shared.



Data Trust Misconceptions

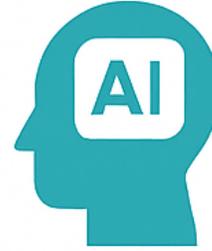
"There is often skepticism toward automated or centralized reporting, with beliefs like "If I can't physically access the data, it's inaccurate."

Positives of Digital Reporting



Automation

Reduces manual workload, minimizes errors, and speeds up reporting processes.



AI Functionality & Future Enhancements

Intelligent analytics, anomaly detection, and forecasting tools with scalability.

- **One Single Source of Truth**

Centralized data ensures consistency across departments and reduces confusion.



Grows With Your Business

Adapts to changing data volumes and evolving business needs

- **No Manual Manipulation**

Protects data integrity by eliminating human error and reducing bias.



Updates Automatically

Ensures reports reflect real-time data without manual refreshes

Activity

Fiber Buildout – Phase 1

Target–Take Rate 80%

Total Addresses Passed – 39

How many addresses do we need to convert to make our goal of 80%?



Fiber Buildout – Phase 2

Target–Take Rate 70%

Total Addresses Passed – 135

How many addresses do we need to convert to make our goal of 70%?



Contact Eric & Charlie



Thank you!