



AI-powered BI makes dashboards intuitive and user-friendly

With AI-powered business intelligence (BI), we turn passive reports into dynamic decision enablers that model the impact of business decisions before they're made in the real world.

What if business decisions came with a preview?

Imagine a world where understanding business data didn't require specialized skills in data science or hours spent navigating complex dashboards. AI can redefine how users interact with data, transforming complex data analysis and BI into something intuitive and accessible. Think of a universal translator for business teams wherein AI interprets the data and delivers insights in plain, everyday language. No more tangled SQL queries or endless filtering through dashboards. For example, a user could ask a simple question about why the company lost customers in a particular month and receive immediate, contextual answers. Much like how a GPS system renavigates based on a chosen route, AI-powered BI simulates test case scenarios and corrects its course when required before any real-world implications, bringing about faster decisions, deeper insights, and more strategic actions.

Self-driving BI with AI: Use cases

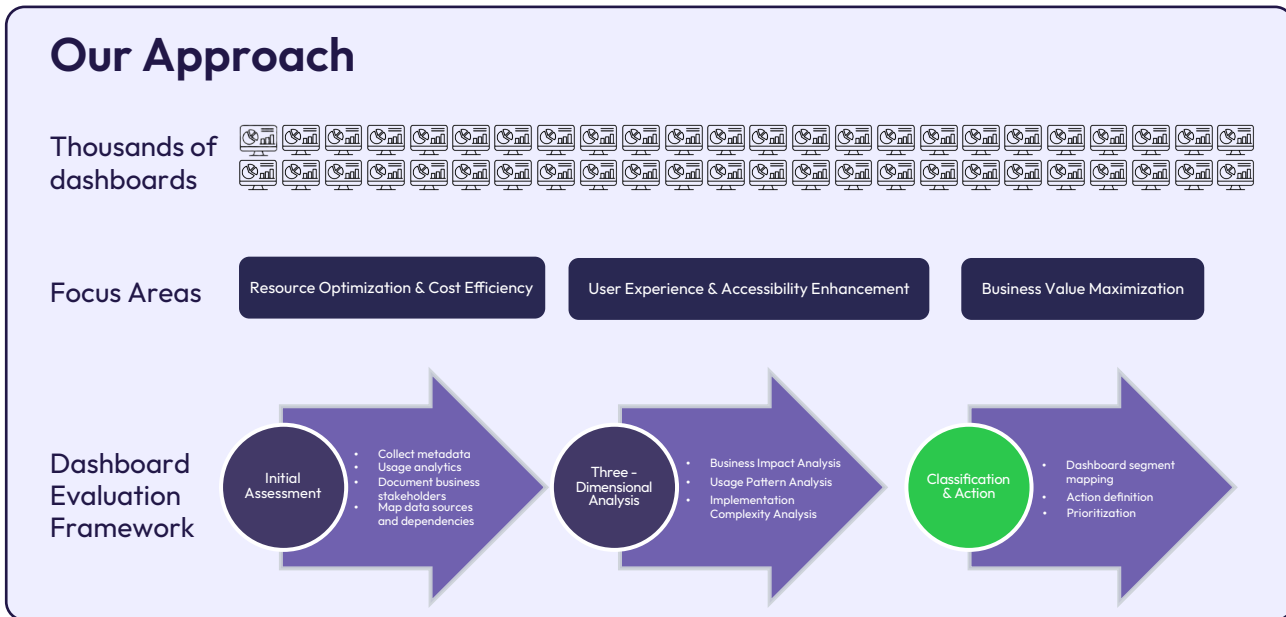
- **Alerts:** Proactively detect anomalies and opportunities, pushing relevant insights without manual analysis.
- **View analysis:** Auto-generate root cause analysis and identify key business drivers and impacts with clear explanations in business language.
- **Simulate scenarios:** Get AI-suggested potential actions, real-time simulation of actions, and risk and benefit analysis.
- **Take action:** Implement decisions using AI agents with guided decision-making support and trigger automated workflows.

How much value does AI-powered BI add?

Based on the use cases listed above, let's explore how a typical day unfolds for a business user with and without AI.

Use Case	Traditional Method	AI-powered BI
Alerts	Business users wait for monthly reports or rely on manual dashboard reviews to spot issues. Often, problems only come to light after customer complaints surface.	AI proactively identifies anomalies and flags risks with quantifiable impact supported by an early warning system that kicks in before issues escalate.
View Analysis	Users spend days collecting data from multiple systems and conducting manual correlation analysis to identify trends.	AI delivers instant root case analysis. For example, attributing a drop in engagement to a competitor's program or a change in app behavior. It provides a clear business impact view and connects user behavior, competition, and program metrics in real time.
Simulate Scenarios	Scenario planning is restricted to basic Excel models and limited A/B testing. It can take weeks to evaluate campaign ideas.	AI enables real-time simulation of multiple strategies. It suggests solutions like targeted point multipliers and provides risk-benefit analysis with probability scores—helping teams make confident decisions fast.
Take Action	Actions depend on slow-moving reports and committee approvals. Campaign rollouts are delayed, and performance tracking is manual.	Decisions are actioned in real time. AI delivers immediate reward structure updates, automates member communications, and continuously tracks campaign performance.

Brillio's approach to **AI-powered BI**



Organizations today are flooded with numerous dashboards sprawled across business functions and teams. Many of these go underutilized and consume resources or lack the clarity needed to drive critical decisions. We believe the future of analytics is self-driving—business users shouldn't hunt for insights—insights should find them, anticipate their needs, and guide their next course of action. We start by asking three foundational questions: What dashboards are being used? Which ones deliver measurable business value? And how complex is it to maintain or enhance them? At Brillio, we help our clients cut through the clutter with a structured approach that transforms dashboards into strategic assets with optimization across three focus areas:

- **Resource optimization and cost efficiency:** Eliminate redundancies, reduce tech debt, and consolidate data sources to streamline operations.
- **User experience and accessibility enhancement:** Ensure that dashboards are intuitive, accessible, and tailored to user needs.
- **Business value maximization:** Identify high-impact dashboards that support strategic goals and inform real-time decisions.

Our three-stage dashboard **evaluation framework**

Our proprietary dashboard evaluation framework focuses on usage pattern analysis, implementation complexity, and business impact. We track real-time usage across the enterprise, assess maintenance efforts through metadata lineage, and map dashboards to tangible business outcomes. From there, we segment dashboards into those that can be eliminated, retained, or enhanced through AI capabilities like NLP, chatbots, or advanced visualizations. This ensures every analytics asset is aligned to strategic business goals.

I. Initial assessment

The foundational step helps identify which dashboards are actively used, their business context, and their technical underpinnings. The assessment includes the following steps:

- Collect metadata
- Conduct usage analytics
- Discover business relevance
- Map data sources and dependencies

II. Three-dimensional analysis

We enable a deeper understanding of each dashboard's contribution to business goals, technical architecture, and scalability.

- Measure business impact and value
- Conduct usage pattern analysis
- Evaluate interdependencies and complexity

III. Classification and action

We ensure that only the most meaningful dashboards are retained and optimized, driving efficiency, alignment, and business agility.

- Segment dashboards based on performance and relevance
- Recommend actions (retain, enhance, retire)
- Prioritize transformation efforts

Strategy demands foresight. We turn dashboards into AI-enhanced decision systems that simulate outcomes, recommend actions, and adapt in real time to empower users to model the impact of their decisions before they are made. This isn't just rationalization; it's reinvention.

Benefits of our AI-first BI transformation approach

Our AI for BI framework delivers measurable value across speed, agility, and business impact. Real-time alerts, predictive insights, and intuitive natural language access drastically reduce the time it takes to go from data to action—empowering decision-makers across the organization. Furthermore, enterprises reduce noise, lower costs, and focus resources on high-impact analytics by retiring low-value dashboards and consolidating BI platforms. Scenario simulators and AI-generated recommendations boost strategic agility, helping leaders make faster, better-informed decisions. Most importantly, we embed AI into everyday workflows and make analytics truly self-service to empower every user—not just analysts or executives—to participate in data-driven decision-making.

About Brillio

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruptions into competitive advantages through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 14 locations across the US, the UK, Romania, Canada, Mexico, and India, our growing global workforce of 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio was certified by Great Place to Work® in 2021, 2022, 2023, and 2024.



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