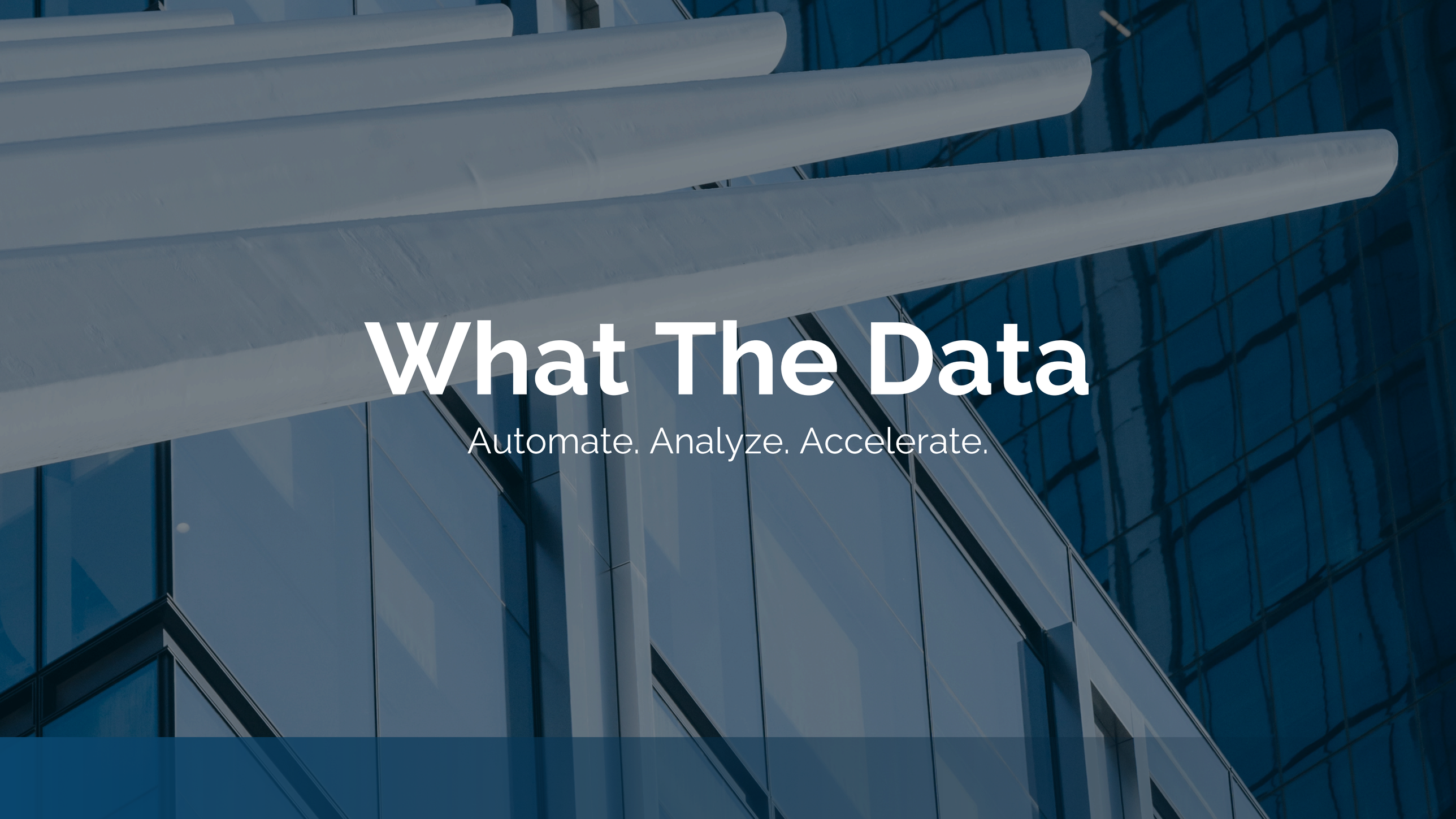


What The Data

Automate. Analyze. Accelerate.

About us

In today's data-driven world, businesses need more than just numbers—they need actionable insights and smart automation to stay ahead. That's where we come in.

At What The Data, we are a team of freelance data analysts and web developers specializing in Power BI, Tableau, PowerApps, AppSheet, and automation solutions. We help businesses transform raw data into interactive visuals, custom applications, and automated workflows, driving efficiency and smarter decision-making.

Our goal is to empower organizations with data-driven strategies that boost productivity, streamline operations, and unlock growth opportunities.

Our Vision & Mission

Vision

Our vision is to become a trusted freelance partner for businesses seeking to leverage data analytics for growth. We aim to simplify complex data challenges, enhance business intelligence capabilities, and provide seamless, scalable solutions that drive long-term success. Through innovation, expertise, and client-focused service, we aspire to set a standard of excellence in Power BI consulting and data analytics.

Mission

Our mission is to empower businesses with insightful, data-driven decision-making by providing high-quality Power BI dashboard development, data cleaning, and data modeling services. We strive to deliver customized, efficient, and visually compelling analytics solutions that transform raw data into actionable insights, ensuring our clients achieve their strategic goals.

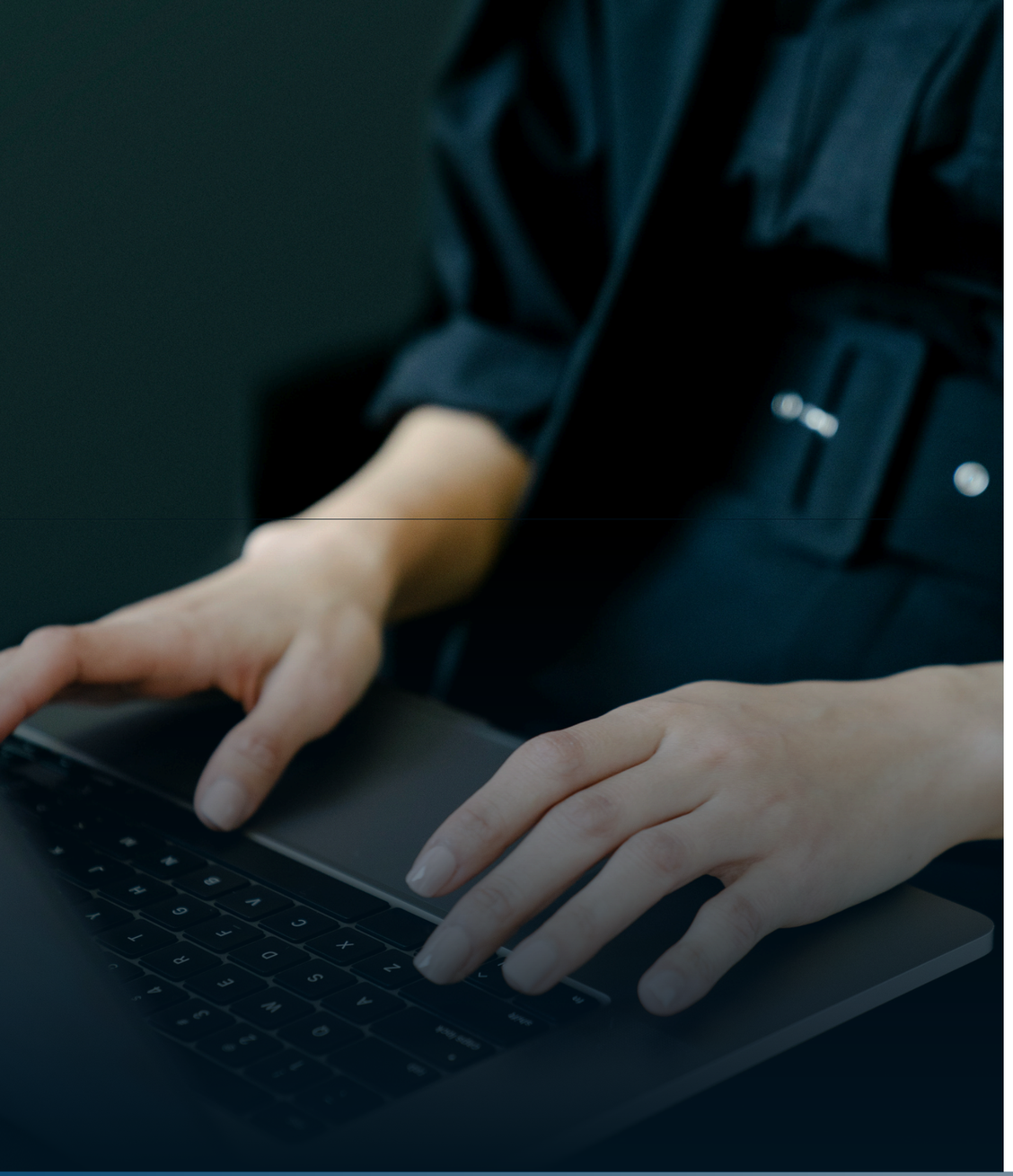
Services Offered

Dashboard Development

We create interactive dashboards using Power BI, Tableau, Excel, and Google Looker (Looker Studio) to provide real-time insights. My solutions help businesses track KPIs, analyze trends, and optimize decision-making with dynamic filtering, drill-through capabilities, and automated reporting.

Automation & Workflow Optimization

We streamline processes with PowerApps, Appsheet and Power Automate, automating reporting, approvals, data entry, and notifications. By integrating dashboards with SharePoint and other tools, I enhance efficiency, reduce manual work, and ensure seamless data flow across systems.



Why choose us

Passionate & Dedicated Team – As a group of three skilled freelancers, we are committed to delivering high-quality Power BI, Tableau, Excel, and Google Looker solutions.

Client-Centric Approach – We focus on understanding your requirements and delivering solutions that improve efficiency, decision-making, and business growth.

Affordable & Flexible Services – We offer cost-effective solutions tailored to your business needs, ensuring value without compromising quality.

End-to-End Support – From data cleaning and modeling to dashboard creation and automation, we guide you through every step of the process.

Efficiency & Accuracy – Our automated workflows reduce manual work, minimize errors, and enhance productivity, allowing businesses to focus on growth.

Work Process

Assessment

We perform an assessment of your organizations solution needs.

Data interpretation

We present a recommendation on the best possible solution.

Critical thinking

We integrate the solution in your organization and with your partners.

Benefits for your Business

Our services provide businesses with data-driven decision-making, increased efficiency, and cost savings. By automating manual tasks and creating interactive dashboards, we help companies track performance, identify trends, and optimize operations. Our solutions ensure seamless integration with existing systems, improving productivity, accuracy, and collaboration. With scalable and customized analytics, businesses can gain real-time insights, reduce errors, and focus on strategic growth.

Data-Driven Decision Making

Gain valuable insights from interactive dashboards that help you track key performance metrics, identify trends, and make informed business decisions.

Time & Cost Efficiency

Automate manual reporting and repetitive tasks, reducing workload and operational costs while improving accuracy and speed.

Custom Solutions for Your Needs

Our dashboards and automation tools are tailored to your business requirements, ensuring relevant and actionable insights

Seamless Integration

Connect Power BI, Tableau, Excel, and Google Looker with your existing systems, including SharePoint, PowerApps, and third-party applications, for a smooth workflow.

Improved Productivity

By automating processes like data entry, reporting, and approvals, your team can focus on higher-value tasks instead of spending time on manual work.

Scalability & Growth Support

Our solutions are designed to adapt as your business grows, allowing you to handle more data and make better strategic decisions over time.

Recent Work & Case Studies

Project: Recruitment Analytics Dashboard

Developed a Power BI-based HR Recruitment Analytics Dashboard to provide real-time insights into the hiring process. This dashboard helps HR teams, recruiters, and managers track and optimize recruitment performance efficiently.

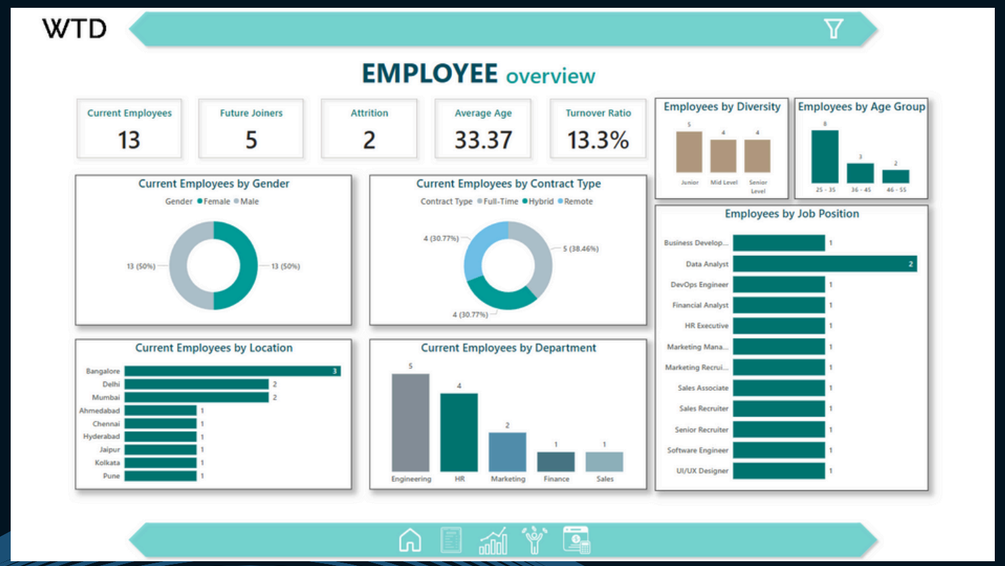
- Candidate Pipeline Analysis – Tracks candidates from sourcing to final selection.
- Recruiter Performance Metrics – Measures recruiter efficiency based on placements, sourced profiles, and interview success rates.
- Job Requirement Insights – Analyzes open positions, hiring trends, and fulfillment rates.
- Offer & Joining Analysis – Monitors offer acceptance rates and candidate drop-offs.
- Incentive Calculation – Automates recruiter incentive calculations based on placement targets and company-specific commission structures.
- Data Integration & Automation – Pulls data from Application IT, Application Non-IT, and Job Requirement databases for seamless reporting.

RETAIL SALES

SALES

HOSPITALITY

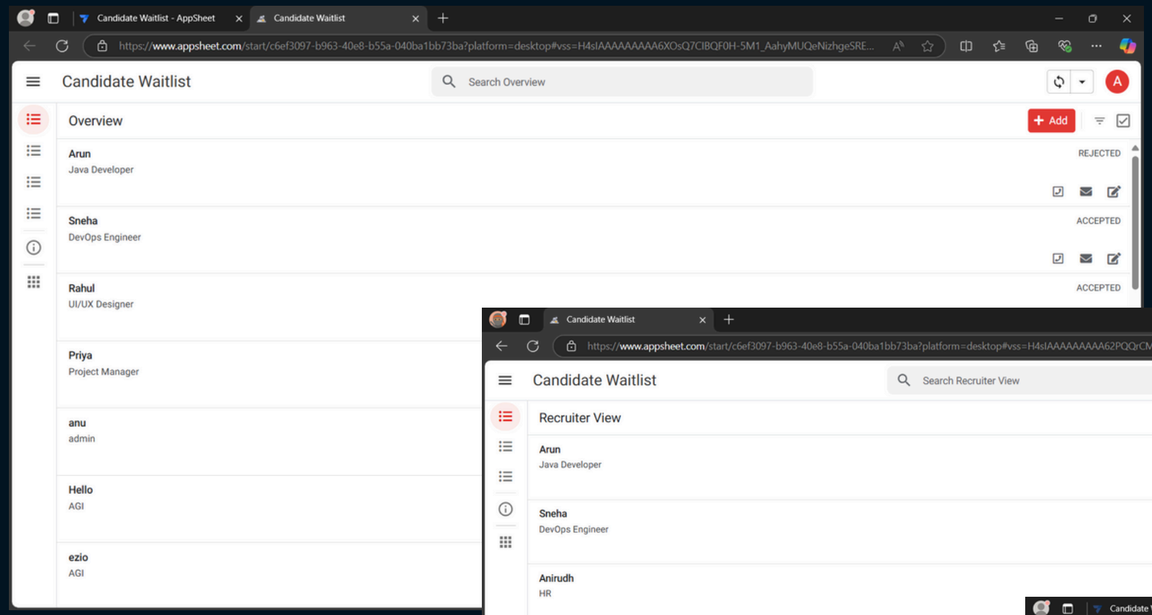
HR ANALYTICS



Project: Automated Recruitment Management System with AppSheet

Developed a custom recruitment management system using AppSheet, designed to streamline hiring processes with automation and real-time tracking. The system includes:

- Automated Email Notifications – Sends job status updates and candidate communication.
- Database Creation & Management – Structured storage for recruiters, candidates, and job requirements.
- Admin Dashboard – Provides an overview of recruitment activities and insights.
- Recruiter Dashboard – Helps recruiters manage job postings and candidate progress.
- Candidate Application Page – Allows candidates to apply and track their applications.
- Job Requirement Management – Enables dynamic creation and updating of job postings.
- Workflow Automation – Reduces manual tasks with automated processes.


Candidate Waitlist - AppSheet
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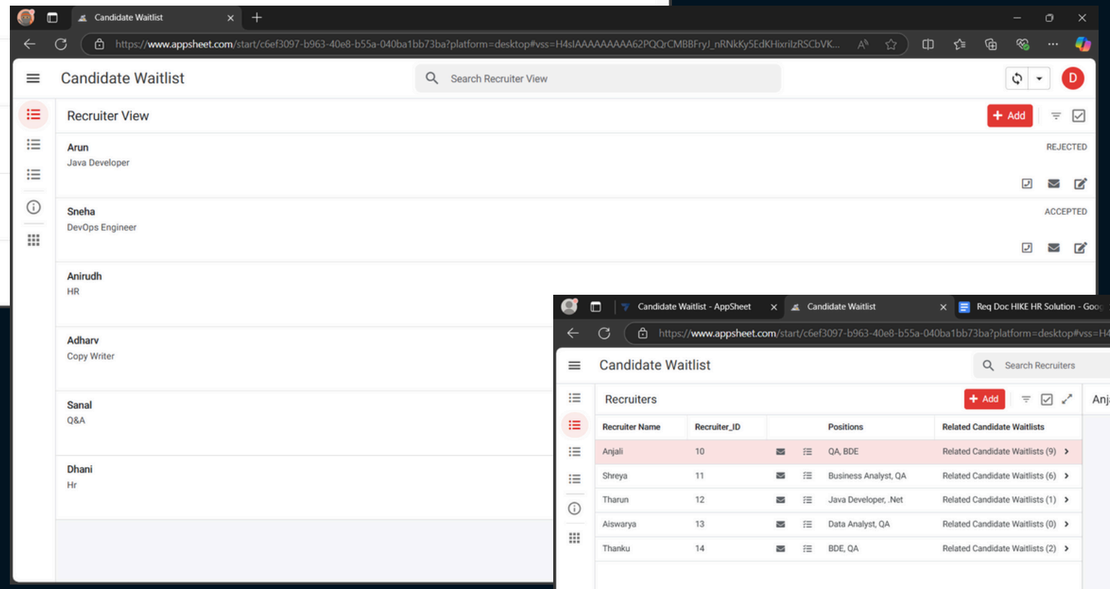
Candidate Waitlist
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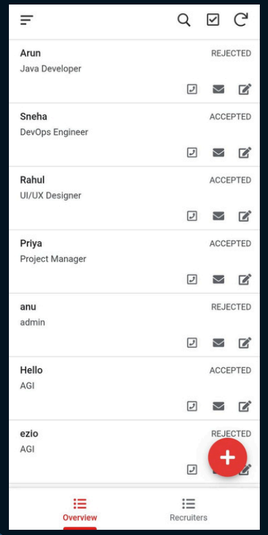
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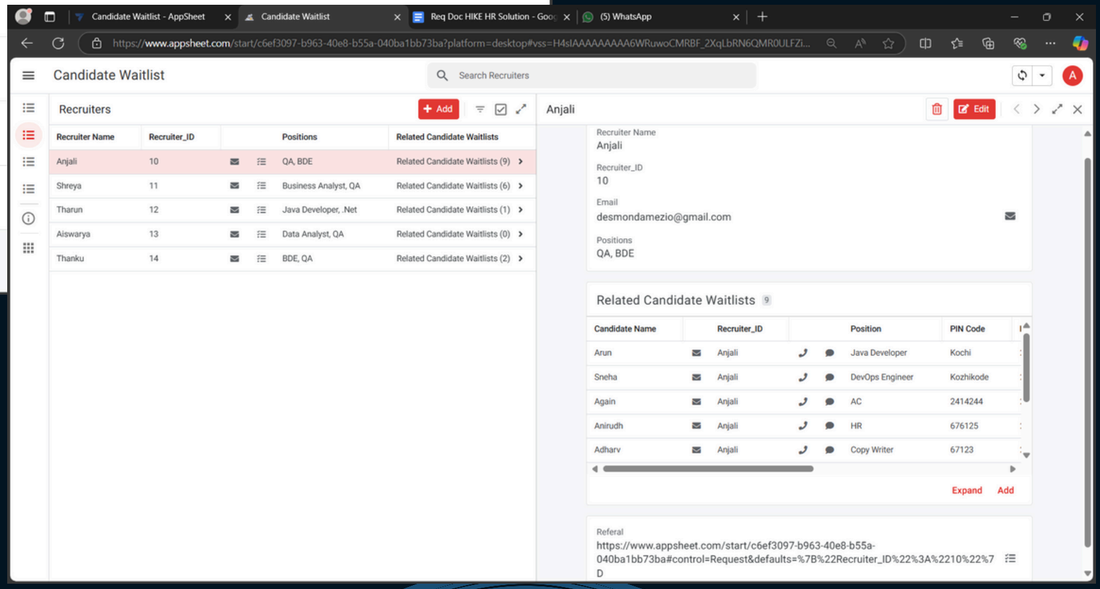
Overview
Recruiters


Candidate Waitlist - AppSheet
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Positions
Related Candidate Waitlists
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QA, BDE
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Shreya
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Thanku
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Arun
Anjali
Java Developer
Kochi
Sneha
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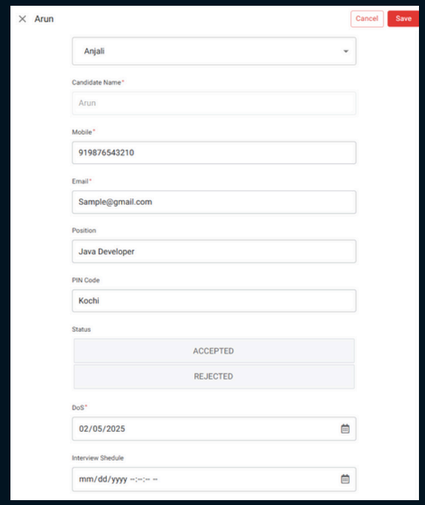
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Pricing & Payment Terms

Pricing

Hourly Rate: ₹ 900/hour

Fixed Price Projects: Available upon request

Payment Terms

- 50% upfront payment
- 25% during project execution
- 25% upon final delivery & credentials handover

Next Steps - Let’s Connect!

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Phone Number: +91 9497684728, +91 635544565

LinkedIn: https://www.linkedin.com/company/what-the-data

Website: https://whatthedata.netlify.app/

Thank You.