

**Case Study**

Customised Dashboard to Provide Real-Time Market  
Insights on the Oil & Gas Industry



# Case Study

## Customised Dashboard to Provide Real-Time Market Insights on the Oil & Gas Industry



### About the Client



- Client is a global oil and gas company, with primary focus on upstream operations

### Client Objectives / Goals



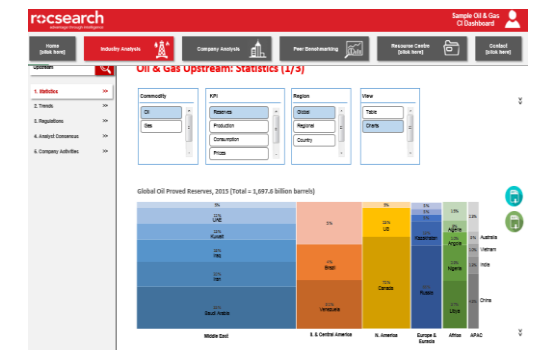
- Client wanted a one-stop solution to stay on top of the market and competitive activities on a real time basis
- They were looking for a non-newsletter approach to get structured, comprehensive and continuous updates on the market and their peers

### Approach and Methodology



- We divided the client's requirements into three parts – Industry, Company and Benchmarking – to capture insights across the oil & gas value chain, covering upstream, midstream and downstream operations
- We developed a customised online CI platform to address the client's key information needs and enable real-time decision making
- The process was divided into five distinct stages:
  - Need assessment: Interviewed the client user group to understand their requirements and frequency of updates
  - Data collection: Identified relevant data sources to gather information
  - Insight generation: Applied quantitative and qualitative analysis frameworks to synthesise and analyse data
  - Visualisation and tool development
  - Maintained the tool for the client on an ongoing basis

### Sample Output



### Results / Value-add



**30%** reduction in time needed for analysis, leveraging the custom-built dynamic interface

**35%** time saving through automation, for gathering triggers

**28%** cost savings by deploying cost-effective scalable solution

**27%** increase in visibility on competitors using comprehensive on-going updates