

01



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BI & Data Engineering: Success Case

02



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Project Overview

- UK-based company
- Role: Business Intelligence & Data Engineer
- Objective: Streamline and centralize marketing analytics by integrating data from multiple platforms into a single reporting hub



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Challenges & Solutions

✓ Data Integration & Transformation

- Extracted raw data from multiple marketing platforms (Meta, Google Ads, Bing, TikTok, email, affiliate platforms, etc.)
- Prepare, unify and consolidate the data.
- Built a one-stop-shop reporting system to replace scattered, disconnected reports.

✓ Data Accuracy & Validation

- Ensured high data integrity by performing validation checks.
- Troubleshoot and resolved complex data inconsistencies.
- Assisted businesses in setting up platforms correctly.

✓ Strategic & Analytical Impact

- Enabled businesses to track cost per platform, campaign, and timeframe.
- Provided actionable insights on conversions, spend efficiency, and marketing impact.

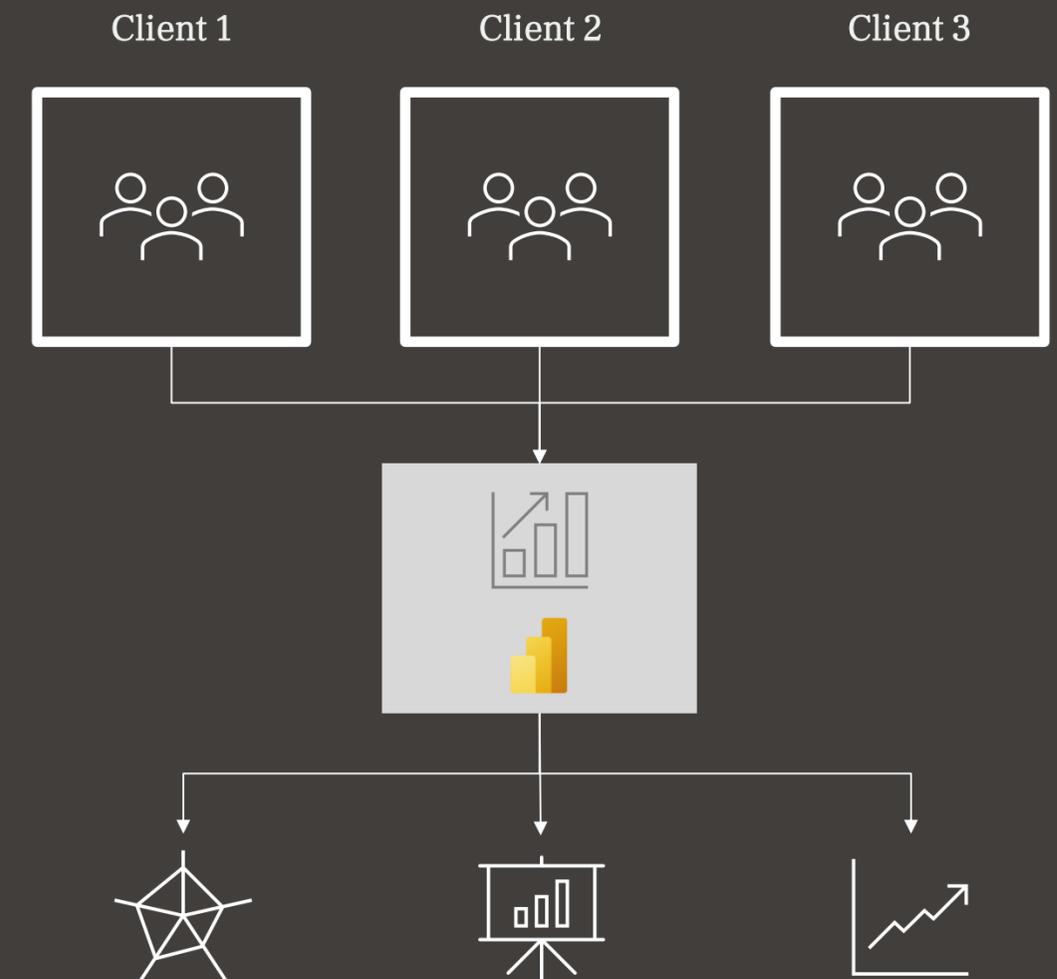
✓ Project Management & Collaboration

- Managed agile project workflows, sprint planning and task evaluation.
- Actively participated in client requirements discussions.
- Ensured deliverables, met strict deadlines.

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Results & Business Impacts

- 📌 4 International Clients (Finance, Beauty, Clothing, Home Interior Sectors)
- 📌 Real-time tracking of marketing spend & performance across platforms
- 📌 Enhanced decision-making with centralized, actionable insights
- 📌 Significant time savings, reducing the need for multiple fragmented reports



Why this matters to your business

- ✓ Efficiency: No more manual tracking across platforms.
- ✓ Accuracy: Reliable data, validated and structured.
- ✓ Scalability: Ready-to-use insights for long-term marketing optimization.
- ✓ Impact: Data-driven decisions that maximize ROI.





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Thank you

André Santos:

andre.santos@techidentity.io

+351 918 636 421

Site: <https://techidentity.io/>

A large, dark blue fingerprint image serves as the background for the left side of the slide. The ridges of the fingerprint are visible, creating a circular pattern.

The right Identity for Technology