Engineer Advisory

Developed a Data Analytics reporting system

Developed a Data Analytics reporting system, increasing quarterly software revenue by 400% through Python-based PDF reports.

2015 – 2022

400%

quarterly revenue, from one reporting system

Situation. Stakeholders weren't getting analytics in any timely, readable form. The data existed, but turning it into something you could actually make a decision from was slow and manual, so visibility into how things were performing lagged, and the commercial decisions lagged with it.

Task. Building a data-analytics reporting system — one that turned raw data into clear, regular insight without someone hand-assembling it each time — was the job.

Action. A reporting system generated PDF reports in Python, automating the whole chain: pulling the data, running the analysis, and presenting it in a clean, consistent format stakeholders could actually read. The point was regularity and clarity — the same professional report landing predictably, so the numbers became something people looked at as a matter of course rather than something they had to go and dig for.

Result. That reporting is what drove quarterly software revenue up by 400%. Making the analytics better and faster wasn't a back-office nicety — put clear, timely numbers in front of the people making commercial decisions and the decisions get better, and here that showed up directly on the revenue.

Bring this experience to your project

Use “Developed a Data Analytics reporting system” as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. Turning what the business wants into something a developer can build, and saying out loud what is not worth building.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. Developed a Data Analytics reporting system — 400% quarterly revenue, from one reporting system

Explore our services Get in touch →

Could sharper reporting grow your revenue?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Data Engineer. It draws on Backend Engineering, Data Engineering, Data Analytics, Automation & CI/CD, Python, Product & Requirements and Stakeholder & Reporting. And while you are here, we are rather good at Backend & API Development, Data Analytics & BI Dashboards and Product Strategy & Requirements.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Bring the decision, the people affected and the options already considered. We can make the tradeoffs explicit and leave a documented recommendation.

See what it costs Get in touch →

Could sharper reporting grow your revenue?

Ask about the decisions behind “Developed a Data Analytics reporting system”. You will speak with the people who can explain the work and assess your own project.

Explore our services

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Contact card

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