lean data for maximum impact

data engineering & analytics
from Supercharge

SUPER
CHARGE

we are Supercharge

Supercharge is one of the fastest-growing digital agencies in Europe. Our international experts are united in the pursuit of discovering and building better futures.

We work in close-knit, multifunctional teams to make sure your product innovation will be a success. We measure our impact through lives that our products have enriched through technology.

220+ experts

13 years

20M lives impacted

LDN
AMS
VIE
HEL
BUD
NYC

selected awards
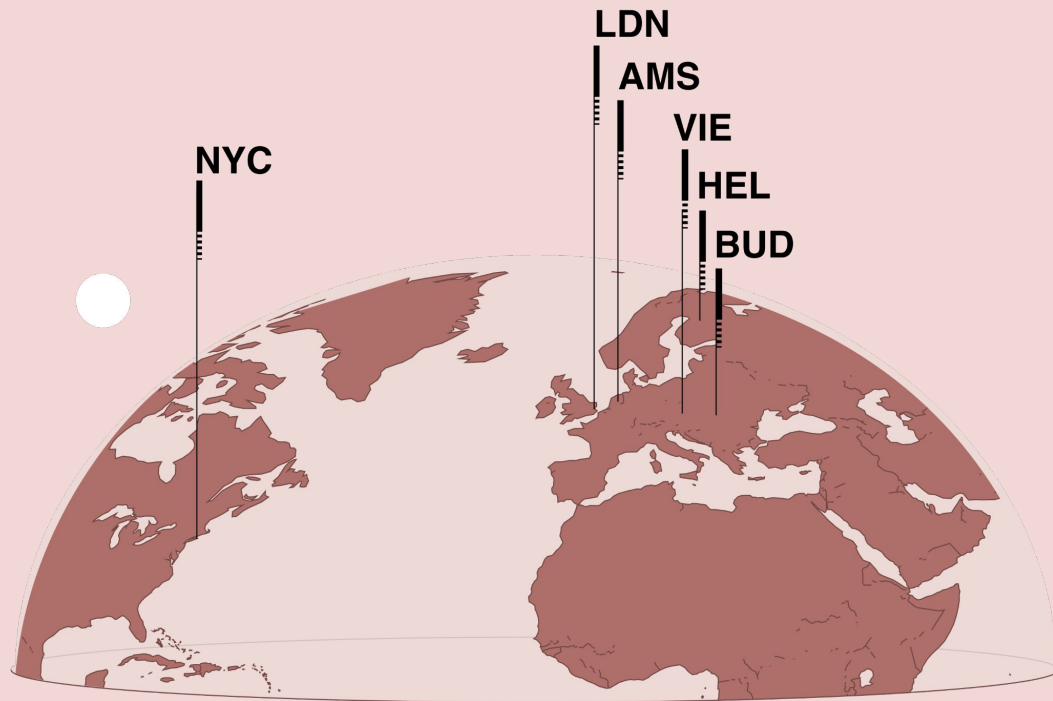
reddot winner 2020

iF GOLD AWARD 2020

BIMA Awards

swift business impact through competence & efficiency

Strategy

We translate your bold vision into a pragmatic product and tech strategy to de-risk innovation and maximize ROI for both your users and your business.

• digital strategy • product discovery • tech strategy • data & AI strategy

Product Design

We leverage behavioural science to craft simple and enchanting journeys to empower users. Our designers work in perfect sync with engineering to ensure feasibility.

• UX design • user testing • branding • product growth

Software Engineering

Our top-tier engineering team realizes your product with clockwork precision. Scalability and robustness meets with speed and agility for unparalleled efficiency.

• mobile apps • web applications • IoT applications • backend microservices

Data and AI Engineering

We rapidly turn raw data into business results. Our experts go beyond traditional data processing with advanced AI to build your next edge.

• generative AI & LLMs • Machine Learning • automation • BI Apps • Product Analytics

Managed Services

We support you throughout the entire product lifecycle, ensuring robust performance and customer experience 24/7.

• L1, L2, L3 support • product maintenance • cloud infrastructure & cost optimisation • devops

data is only as valuable as how much business impact it can drive for you

We fit data into your business' big picture

Data is a key piece, but not the only piece. We are an end-to-end innovation partner.

Supercharge's services bring your innovation from **strategy to implementation** with our continuous support for further growth. Data is one of the most important pieces of the puzzle, but real impact is created when we funnel data insights back into your digital strategy, every-day decision making process and product ecosystem.

We deliver impact

We help you leverage data with laser focus on tangible business benefits.

We make sure to solve the right thing for you: we define business problems with clarity and **focus on what matters.**
Supercharge takes an integrated view of you data & analytics domain, eliminating unnecessary data-silos, organizing data to be fit for purpose, creating tangible impact for your business.

We focus on lean value creation

We de-risk data innovation through a lean approach coupled with world-class data & analytics expertise

With using our discovery framework we are able to assess risks in early stage via knowing your data maturity, progressing in **small iterations** hand-in-hand with your stakeholders - **creating value at every stage** before scaling up to production.

we pick the right target to make a real difference for your business

We start every data project by understanding what metrics really propel your business. Where can leveraging data create the most value for your organization? Every further stage will focus on impacting this metric to create tangible benefits.
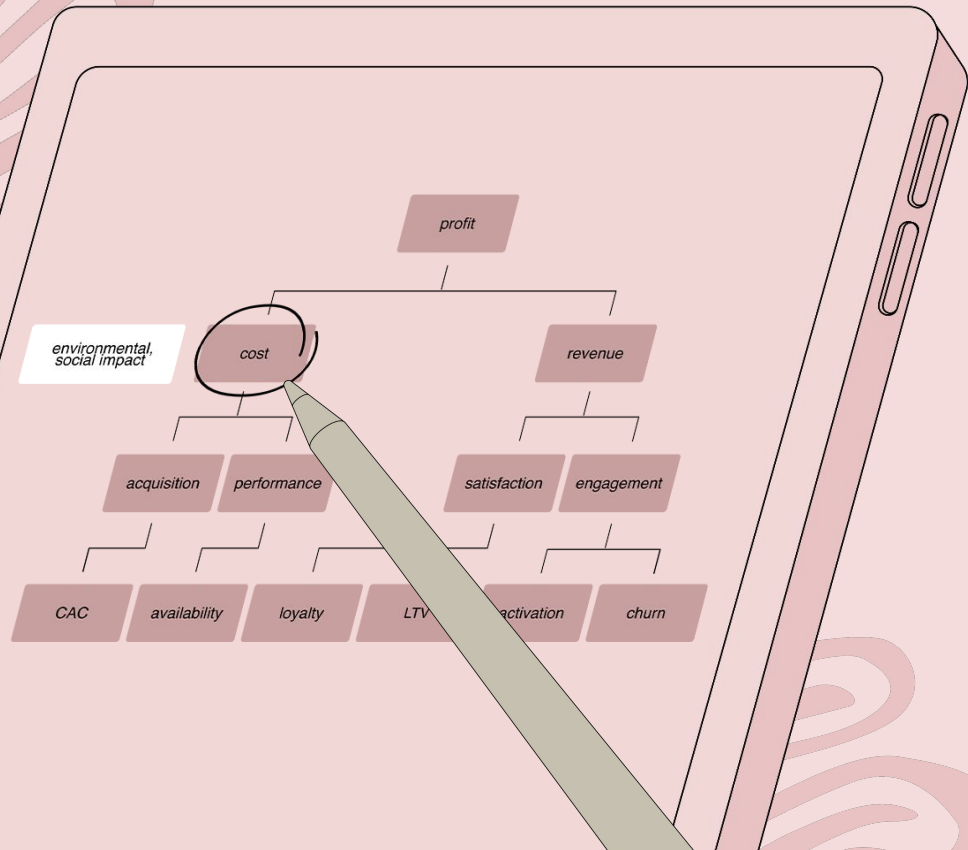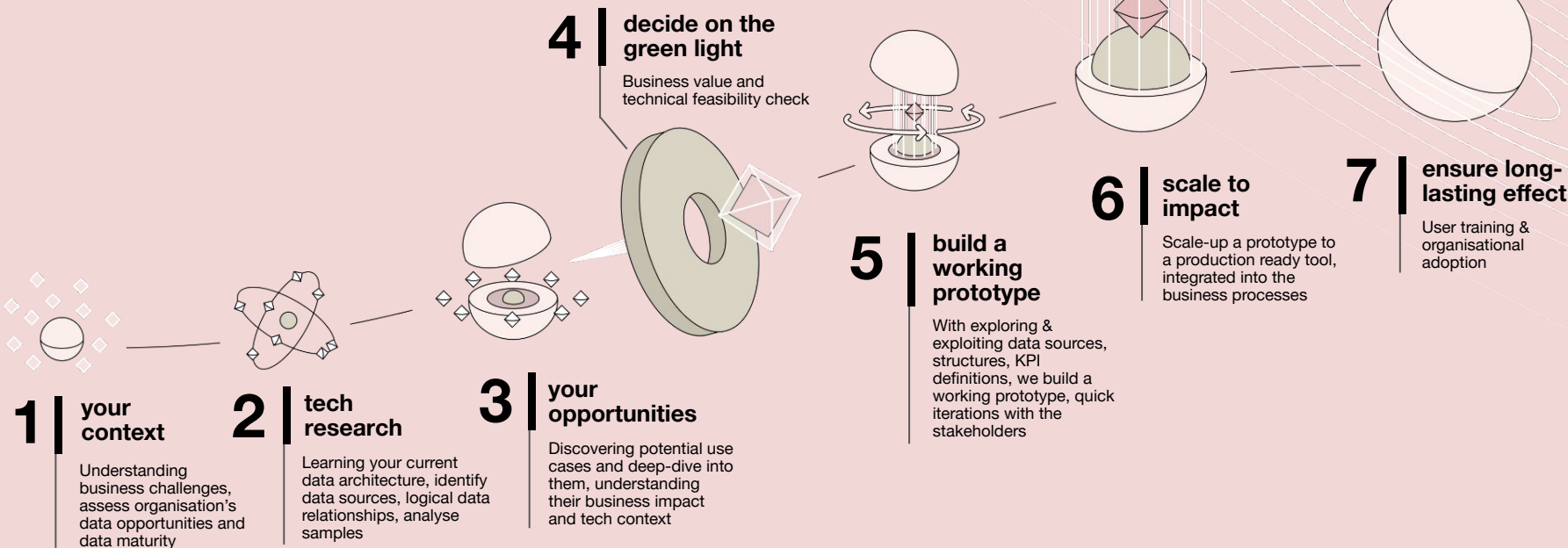
chart the way from raw data to business impact

4 | **decide on the green light**

Business value and technical feasibility check

1 | **your context**

Understanding business challenges, assess organisation's data opportunities and data maturity

2 | **tech research**

Learning your current data architecture, identify data sources, logical data relationships, analyse samples

3 | **your opportunities**

Discovering potential use cases and deep-dive into them, understanding their business impact and tech context

5 | **build a working prototype**

With exploring & exploiting data sources, structures, KPI definitions, we build a working prototype, quick iterations with the stakeholders

6 | **scale to impact**

Scale-up a prototype to a production ready tool, integrated into the business processes

7 | **ensure long-lasting effect**

User training & organisational adoption

discovery

solution

release & impact

we turn your data into actionable assets

from the foundations to the bleeding edge
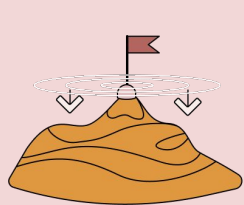
data strategy

your map
to impact

turn your business goals to measurable KPIs

identify opportunities that we can propel with data analytics to drive business value

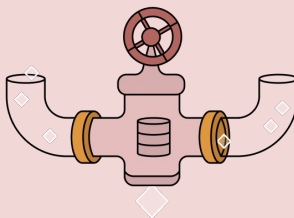data maturity assessment, data strategy

product performance & user analytics

understand & optimize your digital channels

business goal driven measurement plan setup

automated dashboards to track performance and user behaviour

continuous UX/UI improvements with A/B testing

data engineering

create foundations for data based innovation

integrate different data sources to a unified data lake or data mart

create automated data pipelines

clean, aggregate, reshape your data for the business context
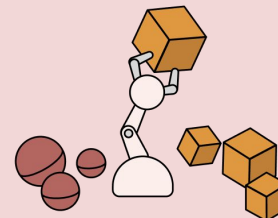
data storytelling

real-time insights for better decisions

static reporting

interactive dashboards

real time analytics

actionable insights from your data

advanced analytics

go beyond human intelligence

statistical analyses

ML based predictions and recommendations (e.g. propensity to purchase modeling)

customer/user segmentation (e.g. marketing campaign automation)

Gergo Pota

Head of Data & Analytics

Gergő is the driving force behind our data analytics team. He has 12+ years of experience in the field of data, leading data teams and delivering BI and ML driven advanced analytics projects that created massive business benefits. Gergo brings lean product development principles to world of data: practical solutions that deliver the most bang for your bucks with smartly selected targets and iterative growth cycles. He excels at finding the optimal solution for business problems with the leanest possible approach - defining use cases with high expected ROI and finding the way to reach them quickly with providing insights from analysing transactional data to user analytics.

Gergo Pota ⎯⎯⎯ **Director of Data**
selected former projects and experience

airline industry

� revenue, financial, operational reporting

∟ introduction of self-service BI

∟ building ML driven ticket and ancillary pricing systems

∟ business owner of certain revenue streams

finance

∟ tech leading financial reporting remediation project including GL reporting, balance sheet, statutory reporting

∟ technical lead of accounting system change related BI & DWH remediation project

energy

∟ experience in leading a multi-region BI team

∟ working on manufacturing and supply chain reporting

∟ delivered a massive project related to BI remediation (from DWH to Reporting layer)

telecom

∟ Enterprise data warehouse development

∟ ETL automation

∟ ITIL based automated reporting

∟ server farm utilization forecast modeling

selected experience

VYRD

protecting homeowners with IoT innovation

The Florida homeowners insurance market is notoriously difficult for carriers to service. High incidents of fraud and high operating costs have stifled business - causing property insurance companies cancel policies, leave the state, and liquidate at an increasing pace. We partnered with SiriusPoint and Bolttech to launch VYRD - the first Florida-domiciled Property and Casualty insurer licensed in the state in over 3 years. Our rapid delivery created a desperately needed option for Florida residents who have experienced increasing cost and decreasing choice for protecting their homes.

Designed and implemented a **modern data platform in Google Cloud** using serverless services to have a scalable, secure, centralized data foundation.
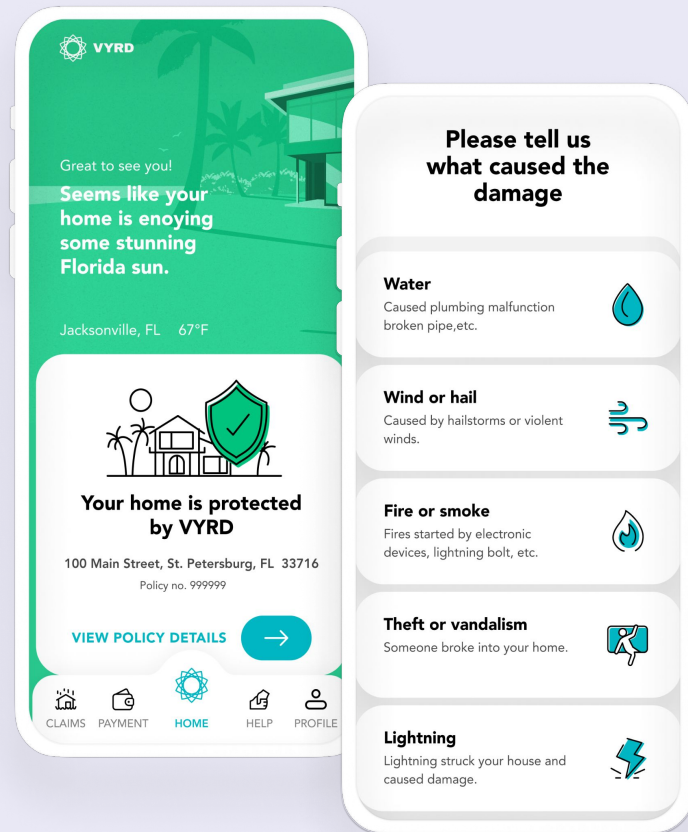
Built a centralized data warehouse to clean and combine data sources (policy admin, claims, IoT sensor, web experience) that automates KPI reporting and enables contextual customer communications.

We **streamlined their marketing operations** by integrating a marketing platform with their data warehouse and ingested a custom-defined customer segmentation into the system.

VYRD

Great to see you!

Seems like your home is enjoying some stunning Florida sun.

Jacksonville, FL   67°F

Your home is protected by VYRD

100 Main Street, St. Petersburg, FL 33716

Policy no. 999999

VIEW POLICY DETAILS →

CLAIMS   PAYMENT   HOME   HELP   PROFILE

Please tell us what caused the damage

Water
Caused plumbing malfunction broken pipe,etc.

Wind or hail
Caused by hailstorms or violent winds.

Fire or smoke
Fires started by electronic devices, lightning bolt, etc.

Theft or vandalism
Someone broke into your home.

Lightning
Lightning struck your house and caused damage.
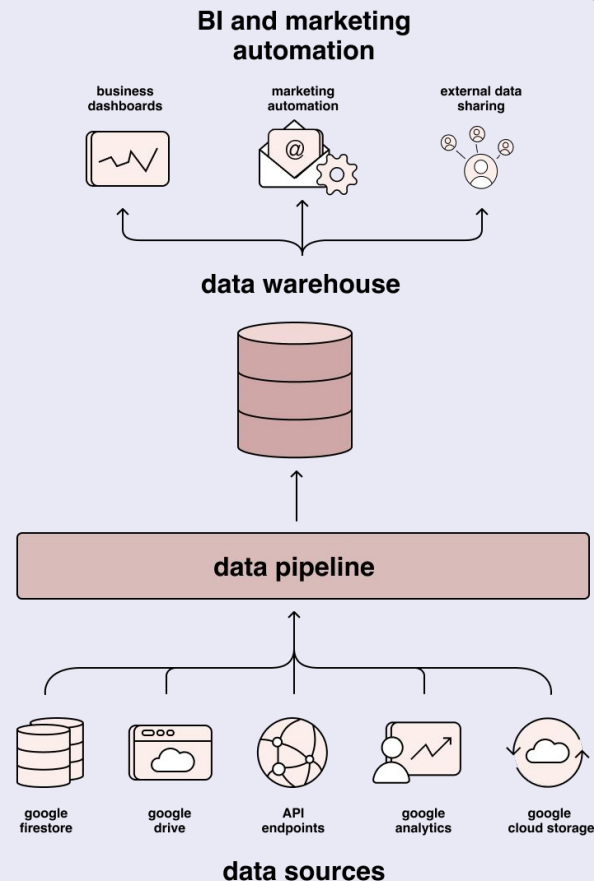
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BI and marketing automation

business dashboards

marketing automation

external data sharing

data warehouse

data pipeline

google firestore

google drive

API endpoints

google analytics

google cloud storage

data sources

gategroup

data-driven operations transformation

GateRetail embarked on a journey to transform their retail and supply chain operations with a data-driven approach. The project's goal is to create real impact by funneling back data insights into the everyday decision-making process to improve revenue, operations, and business forecasting. Besides setting the direction for the data strategy, the Supercharge team is developing automated solutions enriched with machine learning

Optimized operational decisions with automated processing of **latest schedule changes** information from airlines.

Reporting: utilizing data-driven automation by **improving data quality to reduce shrinkage** and implementing a 'next day' notification system.
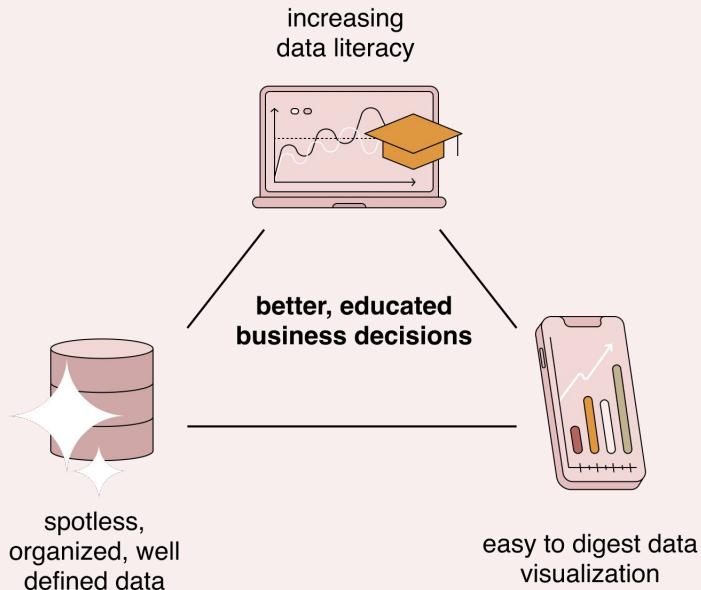
Supply chain planning: performed data analysis to better understand the sales and demand drivers, built insights for a future **ML driven forecasting capability.**

Modern data platform as a solid foundation

data sources → ETL → data warehouse → BI / analytics

data lake → AI / ML
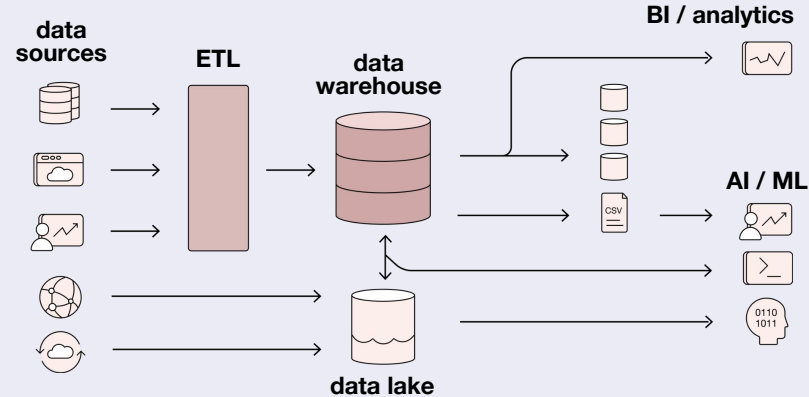
data driven decisions are best facilitated by the ease of access to data

There is a point in every organization where the lack of data driven decisions lead to business loss. The problem is often not that data is missing, it is that employees can't access it with ease in the moment of need. It is possible to get in front of the trouble with data democratization. Decision makers need to have available data to support their calls - in time, in a spotless clean and understandable format.

At first we created **self-service** connected **data marts** in a business readable format, with agreed KPIs and metrics between all departments.

During the groundwork of data mart building **teaching data literacy** in the organization was the key activity, driven by selected data champions from many organizations.

Organizational adoption played important role here, therefore we selected a **self-service data visualisation** tool with quick learning curve.

increasing
data literacy

**better, educated
business decisions**

spotless,
organized, well
defined data

easy to digest data
visualization

looking forward to hearing from you

Tessenyi Andras

CEO
andras.tessenyi@supercharge.io