

G-Cloud 15

BI & Data Visualisation

Service Definition

Datasparq BI & Data Visualisation Services

Datasparq's BI and Visualisation Services help organisations turn data into clear, actionable insight that supports decision making at all levels. We design and deliver intuitive dashboards, reports and visual tools that reflect real business logic, are easy to use, and are trusted by their users.

Many organisations have invested in data platforms but struggle to make data accessible and meaningful for operational teams, analysts and senior leaders. Dashboards are often hard to interpret, poorly aligned to business metrics, or disconnected from how decisions are made in practice. Datasparq addresses this by combining strong data modelling with user centred design and hands on delivery.

Our services focus on creating a single, consistent view of performance through well structured semantic datasets and reporting layers, and on presenting insights in ways that are clear, relevant and actionable. We work across a range of BI and visualisation technologies, including Power BI and Tableau, as well as bespoke web based reporting and custom visualisation tools where standard platforms are not sufficient.

This services includes migration of existing reports from legacy applications onto cloud-based platforms, to improve user experience, availability and reduce reliance on on-premise infrastructure.

This service is technology agnostic and can be delivered on top of existing data platforms in Microsoft Azure, Google Cloud Platform, Databricks and Snowflake. It can be provided as a standalone engagement or alongside Datasparq's wider data platform, integration and AI services.

What the service covers

Datasparq's BI and Visualisation Services can be tailored to support a wide range of reporting and insight needs, from executive dashboards through to operational and analytical tooling. Typical activities include:

- Understanding business objectives, decisions and user needs to define the purpose of reporting and analytics outputs
- Requirements capture and definition of key metrics, measures and business rules
- Design and development of semantic data models that reflect business logic and support consistent reporting
- Creation of curated datasets optimised for analytics and visualisation
- Development of dashboards and reports using BI tools such as Power BI and Tableau
- Design and build of bespoke web based reporting or custom visualisation tools where required
- Migration or consolidation of existing reports, dashboards and visualisations (including manual reporting and charting) into cloud-based visualisation platforms
- Visual design and user experience considerations to ensure outputs are intuitive and accessible
- Iterative development with stakeholder feedback to refine insights and usability
- Assurance of data accuracy, metric consistency and alignment with agreed definitions
- Deployment and configuration of reporting solutions within existing environments

- Enablement of client teams through documentation, walkthroughs and knowledge transfer
- Ongoing support, enhancement and maintenance of dashboards and visualisation tools where required

How Datasparq works

Datasparq takes a collaborative, user-led approach to BI and visualisation delivery. We work closely with business users, analysts and technical teams to ensure that reporting outputs align with real decision making needs and are grounded in trusted data.

Our engagements typically begin with structured discovery to understand the questions users need to answer, the actions they need to take, and the data available to support this. We focus on defining clear metrics and business logic early, ensuring consistency across reports and avoiding multiple interpretations of performance.

We place strong emphasis on data modelling and semantic layers, recognising that good visualisation depends on well structured and well governed data. This enables dashboards to be performant, reusable and easier to extend over time.

Development is iterative, with regular review points to gather feedback and refine outputs. This approach reduces risk, supports early value delivery and improves adoption. Where appropriate, we embed with client teams to accelerate delivery and transfer capability.

Datasparq is tool agnostic and selects technologies based on client context, existing investments and user needs. We have extensive experience delivering BI and visualisation solutions using Power BI and Tableau, as well as building bespoke reporting applications and custom visual interfaces when standard tools do not meet requirements.

Throughout delivery we apply proportionate assurance, security and quality controls, aligned to government standards and organisational policies. Our focus is on producing reporting solutions that are robust, maintainable and fit for purpose.

Where required, Datasparq provides support using NSV SC-cleared personnel, enabling safe operation within sensitive or restricted public sector environments. Security, data protection and responsible use of AI are embedded into day-to-day service operation, aligned with ISO/IEC 27001 controls and government guidance.

Responsible and trustworthy AI

Responsible use of AI is a core part of Datasparq's offering. We support public sector organisations to design AI strategies and solutions that are ethical, explainable and aligned to existing data protection, security and assurance frameworks. This includes consideration of:

- Data governance, quality and provenance
- Model transparency, accountability and monitoring
- Human oversight and decision support
- Organisational controls, assurance and risk management

Our work helps organisations move forward with confidence by ensuring that governance and responsibility are designed in from the outset, rather than treated as an afterthought.

Enabling adoption and long term value

Datasparq recognises that strategy and solutions alone do not deliver outcomes. Successful AI and data initiatives depend on adoption, skills and cultural change. As part of our engagements, we help organisations plan for:

- Workforce impact and skills development
- Change management and communications
- Measures and metrics to track value and benefits realisation
- Building sustainable in house capability rather than long term dependency

This ensures that AI and data investments translate into improved services, better decisions and lasting organisational capability.

Typical outcomes for buyers

Buyers using Datasparq's BI and Visualisation Services typically achieve:

- Clear, intuitive dashboards that support faster and more confident decision making
- A consistent and trusted view of key metrics and performance across teams
- Reduced reliance on manual reporting and spreadsheet based analysis
- Improved adoption of analytics through user friendly design and relevant insights
- Better alignment between data, business logic and operational decisions
- Semantic datasets that simplify reporting development and future enhancement
- Increased confidence in the accuracy and relevance of reported information
- Reporting solutions that can evolve as business needs change
- Reduced reporting backlog through structured, repeatable delivery approaches
- Improved return on investment from existing data platform capabilities

These outcomes support more effective use of data across the organisation and help ensure that investments in data and analytics translate into practical value.

Further Service Details

Pricing

This service will be based on the standard Datasparq rate card for consulting services.

Standards and assurance

Datasparq delivers its services in line with recognised UK Government standards and good practice for security, data and digital delivery. We are ISO/IEC 27001 and Cyber Essentials certified and operate in accordance with UK GDPR and the Data Protection Act 2018.

Our services align with relevant government guidance including the NCSC Cloud Security Principles, the Technology Code of Practice, and established approaches to data governance, ethics and responsible use of AI. We apply proportionate security, assurance and risk management controls based on the nature of the service and the data involved.

Datasparq applies a responsible and ethical approach to the use of AI. We work with clients to ensure that algorithms and data driven tools are used fairly, transparently and without bias or prejudice. Where potential ethical risks are identified, we will raise these with the client and support appropriate mitigations to ensure fair treatment of individuals and compliance with relevant standards and guidance.

Service Constraints

Specific service constraints will be agreed at initial engagement, however typically no maintenance or modification to developed solutions shall be undertaken without direct approval from the customer.

If operationally necessary, any scheduled modifications and enhancements to developed solutions will be undertaken outside of typically working hours or in scheduled system downtime.

Service Levels

Specific levels of service and expected performance criteria will form part of the engagement scoping and contractual agreement.

Backup/Restore and Disaster Recovery (DR)

Documents and solutions will be regularly backed up as part of our ISO27001 assured backup and business continuity processes agreed. Disaster recovery options will be considered on a case-by-case basis from the needs of the customer.

Factors to consider include:

- Mission critical severity of the solution
- Previously agreed uptime targets
- Size and geographical location of the user base

Solutions range from automated failover capabilities with redundant systems to take load capacity in the event of total failure, to secure off site data storage that can be utilised to recover manually.

Training

Following initial engagement, training documentation will be provided as per the contract specification. If additional training is identified for system end users this can be delivered through service support delivery offering.

Typical training approaches range from workshops and mentoring at service go-live to longer-term solutions such as an extended on-site presence and support. Training will be developed in conjunction with the customer to achieve a best fit for the required skill levels and audience.

Ordering and invoicing process

Initial ordering of services will be confirmed by contract signature and receipt of confirmed purchase order to Datasparq Limited.

Consumer responsibilities

No specific consumer responsibilities have been identified for this specialised service offering. Customer dependencies and requirements will be discussed on an individual engagement basis and be reflected in contractual agreements.