

Arogga App is the first Bangladeshi app that brings prescription and healthcare services to your doorstep. Easy and efficient, with just a click of a button

## CHALLENGE

- No reporting visibility
- Website data analysis challenges
- Advance analysis limitation

## SOLUTION

- Our contract includes building the entire analytics roadmap and BI using Tableau for them.
- We have developed a churn analysis model for them.
- They are now able to analyze customer retention using Tableau.
- They can also perform investment analysis using the platform.

## RESULT

- The management can now easily understand the business overview with our dashboard.
- They can also perform customer-level analysis and implement retention initiatives.
- They are now able to directly use their Google Analytics data with their legacy data to analyze customer engagement.