



bKash provides fast, secure and convenient money transfer and payment services via mobile phone to the people of Bangladesh.

Country Leader MFS Service Provider

BKASH



CHALLENGE

- Managing large amounts of data to generate actionable insights
- Platform flexibility for easy integration with existing solutions

SOLUTION

- We have deployed and manage their Tableau environment.
- We provide constant support and guidance on how to effectively utilize Tableau for their analytics needs.

RESULT

- Now they use Tableau to analyze campaign and product performance.
- Their agents use the Tableau platform to get their monthly status reports.
- The product development team uses Tableau to analyze legacy data to predict new products.