DIGITAL TRANSFORMATION »

DATA MUSTANG

COMPANY

PROFILE

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data-mustang.com

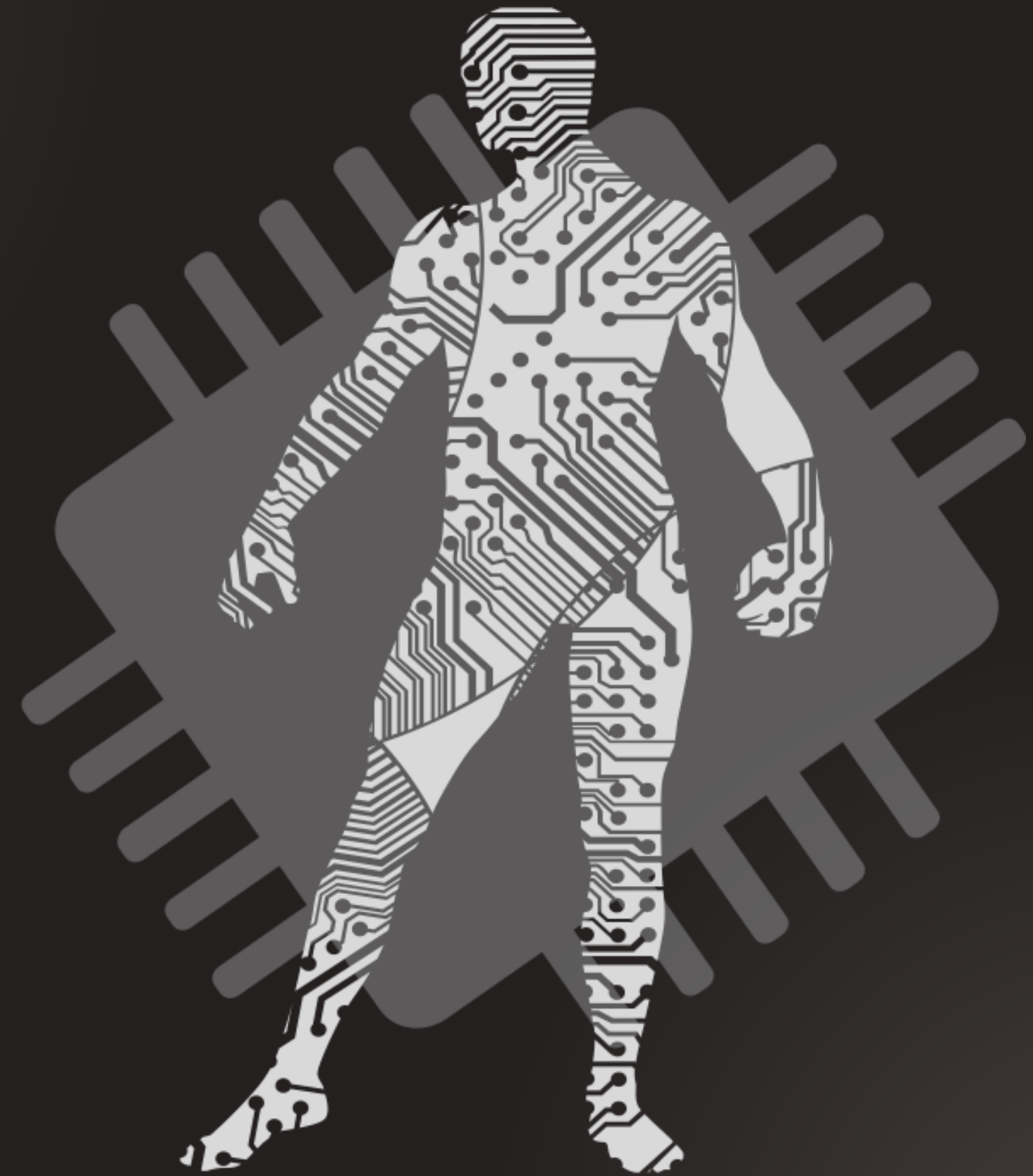# BUSINESS OVERVIEW

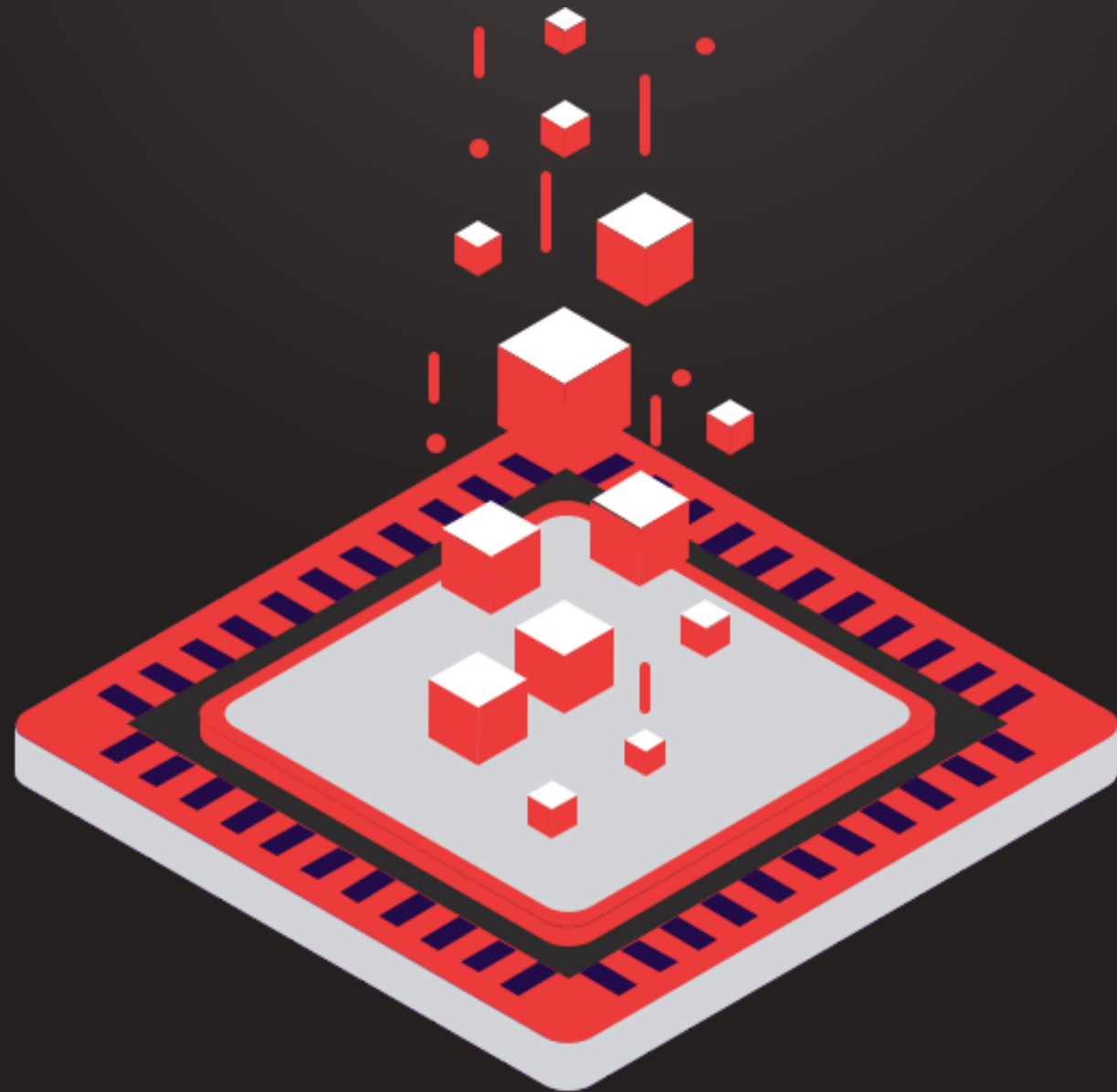# COMPANY VISION

"Solve complex business problems using our unmatched Technical Expertise".

Develop Reliable, Speedy & Aesthetic Technology Solutions for Betterment of Markets we Operate in.

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MISSION STATEMENT

We live to develop Technology Solutions; to leverage the power of data and automation to yield meaningful insights and augment decision making capabilities.

OVERVIEW

LOCATION
KARACHI, PAKISTAN

A country rich with affordable technical resources and an expertise level second to none.

COMPANY SIZE
18 TECHNICAL RESOURCES

A mix of Developers and Engineers along with Senior Resources to guide and train them

COMPANY TYPE
PRIVATE LIMITED

Established in 2019, with Three Directors having a cumulative experience of more than 40 years

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PROBLEM

Expensive Resources and Limited Technical Expertise result in inferior services and project failures

SOLUTION

DM has Expert resources in particular technical domains that are affordable and committed to developing superior output only.

WHAT WE DO?

• • •

SERVICES

APPLICATION DEVELOPMENT

Web, Desktop and Mobile App Development, integrations and much more

DATA MANAGEMENT

Tame the chaos of data with our expert analytics/data management solutions.

ARTIFICIAL INTELLIGENCE

Help you Solve Business Problems using AI

ADVANCED ANALYTICS

Machine Learning for Predictive and Prescriptive Analytics

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SOFTWARE DEVELOPMENT

Business Analysts, Software Engineers, Programmers and Developers come together to envision, create, design and deploy applications for web and mobile platforms. We follow the agile methodology to rapidly deliver the required functionalities and Capability Maturity Model (CMM) to make our development process more proficient. At Data Mustang, we work vigorously and spend a lot of our time to understand, validate and record the requirements. Design prototypes and workflows to ensure end results are met. To us an application should enable automation, enhance efficiencies and ensure our clients have the competitive edge in the market. Competitive edge by developing applications complimented by Artificial Intelligence services and machine learning. To accomplish this, we use APIs to connect both components.

Whether you prefer on-premise or cloud based development or deployment, our team has the requisite expertise to get your application up and running without any nuisance.

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MAJOR STAGES IN OUR SD PROJECTS

Pseudo Designs, Storyboards and workflow diagrams to better understand, harmonize and compliment the subsequent steps.

Prototyping

Methodology

1

Communicating and selecting the framework for software development. Product roadmaps and plans.

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3

Solution Design

Selecting the appropriate technology stack, devising solutions to problems observed in the Requirements.

Requirements

2

Gathering requirements through workshops, interviews and by studying different artifacts. Documenting Requirements, validating them and obtaining approvals.

4

Architecture

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Development

Writing code, UI development, database development and initial code review by peers and leads. Managing distinct versions of the code.

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Testing

Running appropriate tests related to design, code, functions, performance and load etc. Track defects, and complete quality assurance processes. Fulfil requirements as per UAT and other criteria defined in the Requirement document.

Deployment

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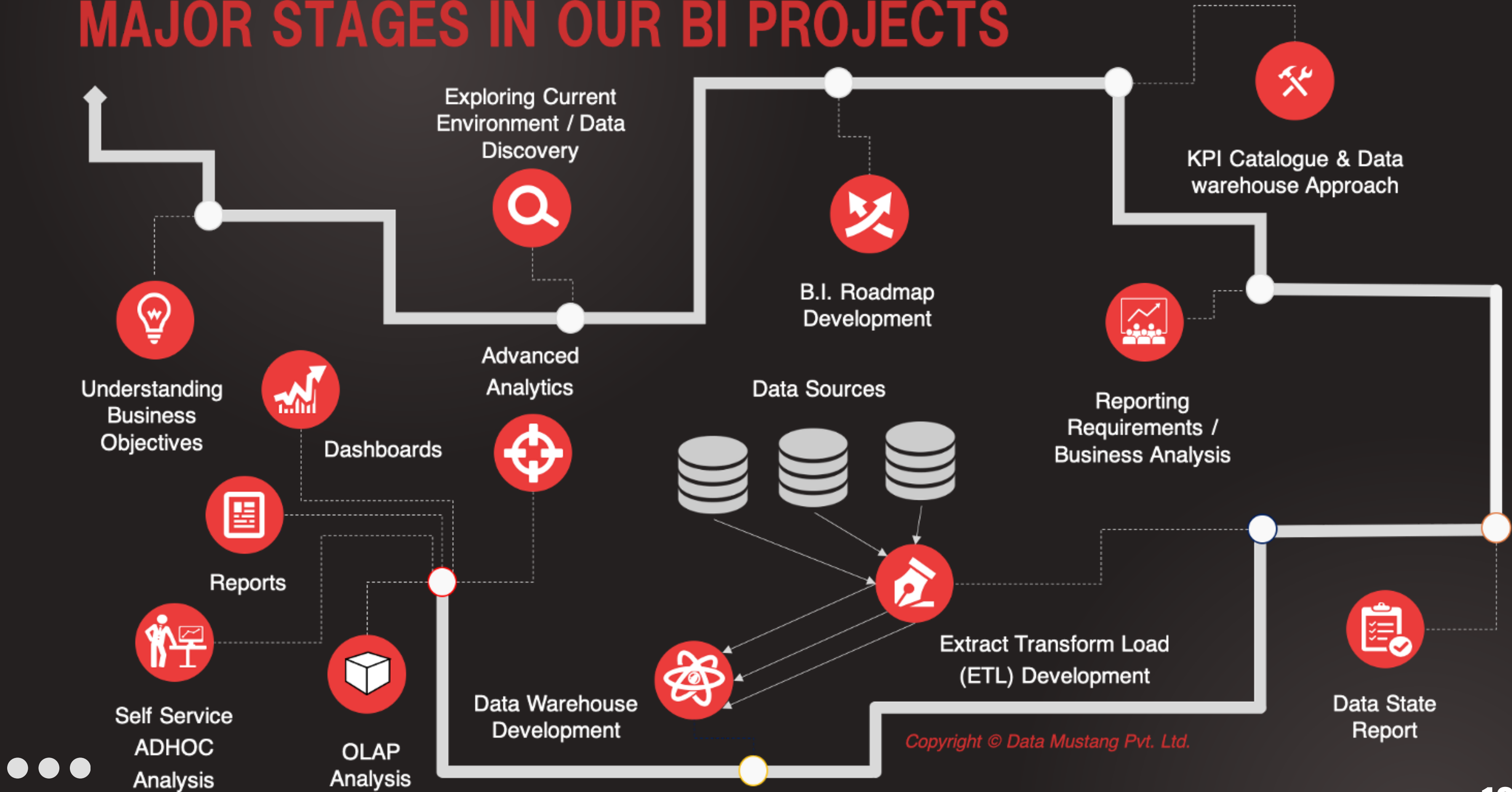Ready and final version for use in operational environment and migration if required.

BUSINESS INTELLIGENCE

Business intelligence is responsible for why some companies leave others behind. We provide data centric solutions that enable our clients to achieve great success by augmenting their decision-making abilities.
Since the dawn of mankind, humans have generated data. The real up heave came after industrial revolution and humans begun to develop processes and leverage from automation. As a result Enterprise resource planning software (ERP), Customer relationship management (CRM) programs were developed and data accumulation begun. Internal data generated by operational application, marketing and customer data along with social media data and other external sources that complement the business. As a result, business data increased in both volume and variety. In the early days, management information (MIS) and executive information support (EIS) systems generated data for executive decision making on need basis. This practice resulted in reactive decision making. For proactive guidance to executives, Data warehouse and BI platforms were developed to equip decision makers with live data, visualisations and dashboards. That's what we do!

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MAJOR STAGES IN OUR BI PROJECTS

Exploring Current Environment / Data Discovery

KPI Catalogue & Data warehouse Approach

B.I. Roadmap Development

Understanding Business Objectives

Dashboards

Advanced Analytics

Data Sources

Reporting Requirements / Business Analysis

Reports

Extract Transform Load (ETL) Development

Self Service ADHOC Analysis

OLAP Analysis

Data Warehouse Development
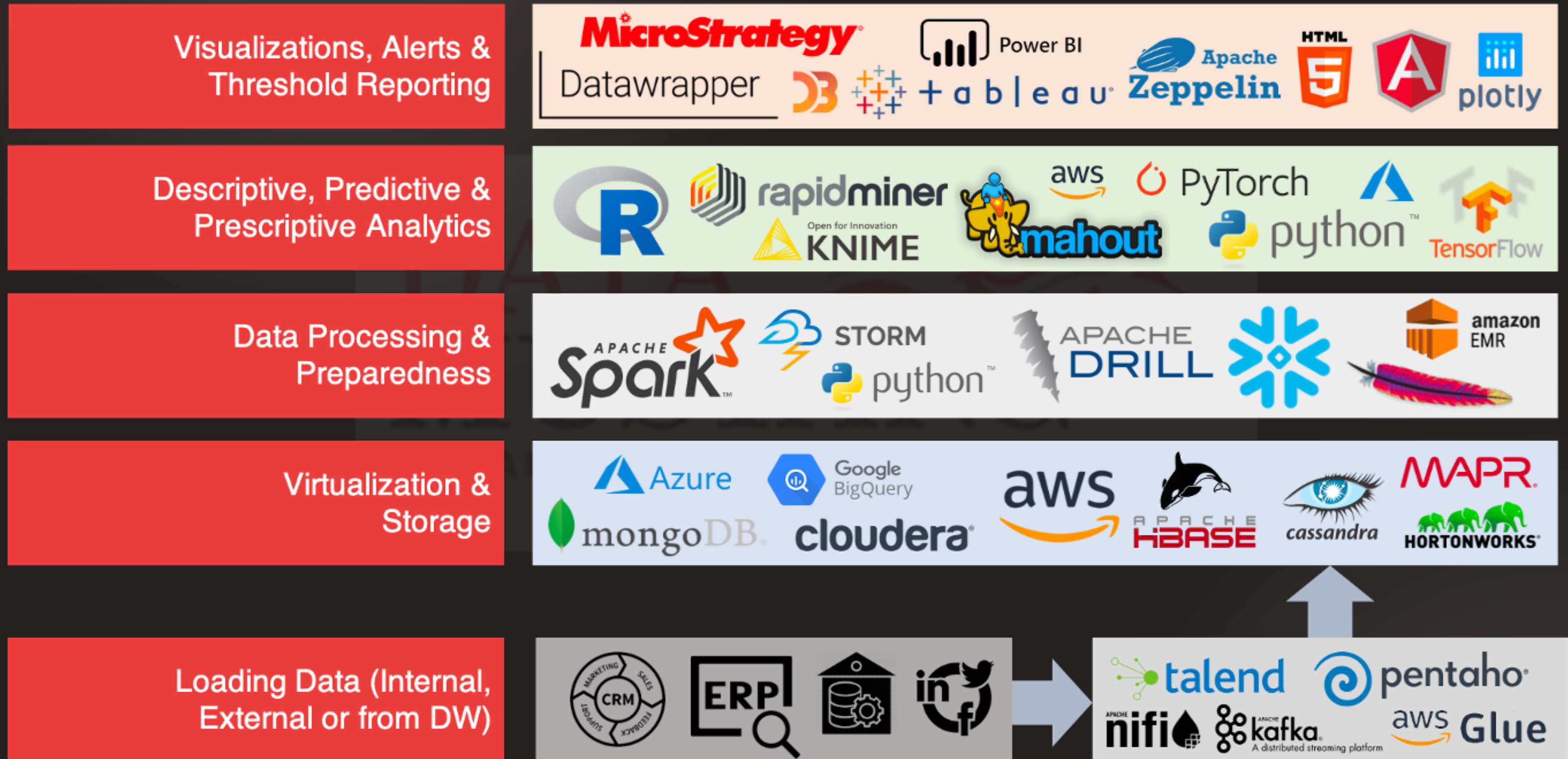
Data State Report

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ADVANCED ANALYTICS

Advanced Analytical techniques like What-if analysis, predictive and prescriptive analysis capabilities are developed by either using the in-built functions of the BI platform or other tools / APIs.

After an implementation of traditional Business Intelligence project or even independent of it, our consultants use sophisticated techniques to predict and prescribe. These techniques include data mining, neural networks, pattern recognition, sentiment and mood analysis along with cluster analysis. We go beyond simple mathematics and use statistics and algorithms to reveal in-depth insights for your business. We accomplish all this while remaining cost effective by choosing open source tools or use the capabilities of your enterprise Business Intelligence platform. Alternatively, DM performs case based data analysis service, which includes dataset assessment, evaluation, staging, cleansing and finally analysis, and reporting.

MAJOR STAGES & TECH USED IN OUR BDA PROJECTS

Stage	Technologies
Visualizations, Alerts & Threshold Reporting	MicroStrategy, Datawrapper, D3, tableau, Power BI, Apache Zeppelin, HTML5, Angular, plotly
Descriptive, Predictive & Prescriptive Analytics	R, rapidminer, KNIME (Open for Innovation), mahout, aws, PyTorch, python, Azure, TensorFlow
Data Processing & Preparedness	Apache Spark, STORM python, APACHE DRILL, Snowflake, amazon EMR
Virtualization & Storage	Azure, mongoDB, Google BigQuery, cloudera, aws, APACHE HBASE, cassandra, MAPR, HORTONWORKS
Loading Data (Internal, External or from DW)	CRM, ERP, data warehouse, in/f, talend, Apache nifi, kafka (A distributed streaming platform), pentaho, aws Glue

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AREA OF EXPERTISE

EXPERTISE

Business Intelligence

Augmenting Decision Making Capabilities

Software Development

Web and Desktop Applications for Automation

Mobile App Development

iOS and Android App Development

Advanced Analytics

Prescriptive and Predictive Analytics

Artificial Intelligence

OpenAI for all to maximize potential of your business

Website Development

Customer Sentiment Analysis and NLP

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WHO WE ARE?

CORE TEAM

SYED UMER JAMAL

FOUNDER & CEO
15 YEARS
- BUSINESS INTELLIGENCE &
ANALYTICS
- BUSINESS ANALYSIS

BUSHRA UMER

DIRECTOR OPS
12 YEARS
- OPERATIONS
- PROJECT MANAGEMENT
- FINANCE & BUDGETING

DANISH AHMED

ARCHITECT & LEAD DEVELOPER
15 YEARS
- SOLUTION ARCHITECT
- DATA ARCHITECT
- LEAD FULL STACK DEVELOPER
- ARCHITECTURE

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COMPANY VALUES

OUR CORE VALUES

WILD SPIRIT

We strive for the best with a sense of urgency and never give up. Never afraid to be ourselves. Furious and quick when we are after an objective.

EXCELLENCE

If it's not excellent than it's not an output. Our solutions are built for achieving excellence and product reliability is second to none.

COMMITMENT

We keep our commitments to clients, employees and stakeholders. Work days & nights to deliver what's committed on time with superior quality.

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OUR CORE VALUES

BALANCE

We always seek a balance in our transactions and between our wild and professional sides. This does not mean work-life balance.

OPEN

We are open and honest to all. Regardless of the consequences, never shy away from listening to or speaking the bitter truth.

LEARN

We are always pitting ourselves to learn new technologies, platforms and tools; put them to application and share learning with others.

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EXPERIENCE

Experts

Microstrategy Certified Specialists — MicroStrategy®

Microsoft — Microsoft Certified Specialists

Oracle Certified Specialists — ORACLE

IBM — IBM Analytics – COGNOS / DB2 Specialists

Tableau Consultants & Specialists — +tableau

Qlik — Qlik Specialists

AWS Certified Specialists — aws

Power BI — PowerBI & Azure Synapse Specialists

Open Source Stack Developers

WORDPRESS — Wordpress & HTML/PHP Specialists

Data Scientists — OpenAI

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CONTACT US

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