



ANALYTIC
VIZION

Semantic Layer Proof of Concept for AI-Enabled Sales Analytics

A major U.S. telecommunications provider partnered with Analytic Vizion to determine whether a semantic layer could apply agreed-upon business logic to the sales metrics its reporting teams use every day.

“This work gave us a practical business case for future licensing and showed what it takes to make AI-enabled reporting usable, from the semantic layer and sales metrics to permissions, governance, and user enablement.

SENIOR MANAGER
Global Telecommunication Enterprise



THE CHALLENGE

A major U.S. telecommunications provider wanted to determine whether a semantic layer could apply agreed business logic to priority sales metrics and support AI-enabled analytics. Reporting users needed a consistent way to explore data, build dashboards, and ask business questions using trusted sales definitions.

Before this work, the organization lacked the documented metrics, aligned calculations, configured data objects, and semantic-model foundation required for a practical proof of concept. The client needed a focused POC to resolve these dependencies and provide leadership with evidence for future licensing, governance, and self-service reporting decisions.

TOOLS & TECHNOLOGY

Semantic Data Model
Data Model Objects
CBTrain Environment

Tableau
Next



OUR APPROACH

Align business logic

We worked with reporting leaders, business-logic stakeholders, and dashboarding teams to define the metrics, questions, and use cases that the POC needed to support.

Build the MVP semantic model

The team documented priority sales metrics, calculations, semantic-model mappings, business context, permissions, and administrative dependencies. They then rebuilt the MVP semantic model in the approved environment.

Enable hands-on exploration

We enabled the out-of-the-box Analytics and Visualization Agent against the MVP model. A hands-on working session gave reporting users the opportunity to explore data, build visualizations and dashboards, and test agentic analytics using business-relevant sales metrics.

THE RESULTS

1 MVP Semantic Model

Built in an approved POC environment and grounded in documented sales metrics and business logic.

1 Agentic Analytics Capability

Enabled and tested against the MVP semantic model to support sales-data exploration and visualization.

The client received reusable documentation for semantic-model mappings, metric definitions, business context, permissions, permission-set groups, and agent setup considerations. This gave leadership a clearer foundation for future licensing, governed self-service reporting, and production planning.

