



Suhas Bhairav

AI Marketing Analytics Translator

**Turn dashboards into plain-language insights,
actions, and decisions for leaders.**

A repeatable framework to translate marketing
dashboards into actionable insights.

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suhasbhairav.com

From Dashboards to Insights

Define what to automate in marketing analytics and what requires human review. This page lists data sources, tools, and governance considerations for reliable outputs.

Key move Establish a threshold-based alert for anomalies requiring human review.

PRACTICAL CHECKLIST

- 01** Ingest data from ad platforms, CRM, and web analytics; unify schema and time zones.
- 02** Automate KPI calculations and anomaly detection for CTR, CPA, ROAS, and conversions using a data warehouse and BI tools.
- 03** Generate plain-language summaries for campaigns and channels; include examples such as high spend with low conversions.
- 04** Attach hypotheses and potential impact to detected anomalies with context.
- 05** Propose next actions: optimizations, experiments, or budget reallocations.
- 06** Week-by-week adoption plan: Weeks 1–4 to implement the workflow.
- 07** Data quality, provenance, and governance with lineage tracked.

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Insights, Hypotheses, Decisions

Structure outputs as plain-language insights, hypotheses, decisions, and next actions. Define ownership, approvals, and guardrails to sustain accountability.

Key move Clear ownership prevents duplicative work and misaligned bets.

PRACTICAL CHECKLIST

- 01** Plain-language insights: summarize performance by campaign, channel, and time frame.
- 02** For each insight, state a hypothesis, expected impact, and confidence.
- 03** Assign owners, deadlines, and success metrics for every action.
- 04** Approvals: define what requires leadership sign-off and what is delegated.
- 05** Document data sources, model version, and timestamped outputs for traceability.
- 06** Guardrails and measurement: set success metrics and monitoring cadence.
- 07** Weekly review: cadence, attendees, and decision rights.

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Adoption, measurement, and ownership

This page provides practical steps to measure adoption, track impact, and sustain governance across the marketing team. It emphasizes ownership and accountability for actions generated by AI analytics.

Key move Keep the pilot small; scale only after repeated positive outcomes.

PRACTICAL CHECKLIST

- 01** Define success metrics: time-to-insight, action rate, and impact on ROI.
- 02** Track adoption: how many dashboards auto-generate insights weekly; who reviews them.
- 03** Pilot a single channel first; expand once stability is proven.
- 04** Assign a data steward and a marketing owner for each action area.
- 05** Document data sources, tool versions, and update cadence for traceability.
- 06** Establish guardrails: limits on automated changes; require overrides for exceptions.
- 07** Review cadence: weekly, with an exec sponsor and channel leads.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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