

Data Warehouse + Dashboard Buildout

for Johnson & Timmis

Drafted For
Gerald Ford



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Project Plan + Options

Data Strategy & Planning

\$2,000

Discovery & Planning Session

\$2,000

A structured intake session to understand your data sources, business goals, and reporting needs.

Included:

- Stakeholder interviews
- Review of existing reports, tools, and pain points
- High-level architecture plan

Data Warehouse Setup

\$10,000

Warehouse Platform Setup

\$4,500

We'll provision your new data warehouse (e.g. Snowflake, Redshift, BigQuery) and establish the environment.

Included:

- Setup of staging, dev, and prod environments
- Connection of storage and compute layers
- User roles and access configured

ETL Pipeline Development

\$3,500

We'll build the core data pipelines to connect and transform your most essential data sources.

Included:

- Integration with up to 3 standard, well-documented systems
- Setup time per integration not to exceed 3 hours; excess billed at \$150/hour
- Transformation logic for business-critical tables
- Basic logging and failure alerts

Modifications

☐ Additional Data Source Integration — $\$750 \times 1$ \$750

☐ Custom Transformation Logic — \$1,000

Data Modeling & Source of Truth

\$2,000

We'll define your core business metrics and model your data for consistent, scalable analysis.

Included:

- Up to 5 modeled tables (e.g. Customers, Revenue, Usage)

- Metric definitions and business glossary
- Basic validation rules

Note: Additional tables or metric logic outside scope may require a custom quote.

BI Dashboard Creation

\$5,500

Dashboard Design & Build

\$4,000

We'll build 3 custom dashboards tailored to key stakeholders and use cases.

Included:

- Up to 3 dashboards (1 page each, max of 5 hours for implementation)
- Common filters and drill-downs
- Light theming / branding

Note: Requests for additional dashboards, high-complexity visuals, or embedded tools may require a custom scope.

Dashboard Review & Revisions

\$1,500

After delivery, we'll meet with your team to review and refine the dashboards.

Included:

- One feedback call
- Up to 2 rounds of minor revisions (≤3 hours total)

Modifications

- ☐ Additional Dashboard — $\$1,200 \times 1$ \$1,200
5 hours implementation max per dashboard
- ☐ Department Deep Dive — \$1,800

Optional Support & Training

\$2,700

\$2,700/Month

☒ Stakeholder Training

\$1,200

We'll train your team on how to use, filter, and understand your new dashboards.

Included:

- 90-minute live Zoom training
- 1-page quick reference guide
- Recording provided

✓ Additional Dashboard Creation

$\$850 \times 2$ \$1,700/Month

We'll create a new dashboard each month:

- 5 hours max for implementation
- Minimum 6-month term which gets you the discounted rate. \$850 instead of \$1,200.

✓ Monthly Data Maintenance

\$1,000/Month

Ongoing monthly care for your data setup and dashboards.

Included:

- Light troubleshooting and bug fixes (≤ 3 hours/month)
- Monthly warehouse checks
- Slack/email analyst support

Note: Larger requests will be quoted separately or billed hourly.

✓ Performance Optimization

\$1,500

We'll tune your warehouse and dashboards to load faster and scale more efficiently.

Included:

- Query and dashboard performance tuning
- Warehouse cost optimization
- Usage analytics report

One Time

Total(s) \$20,200

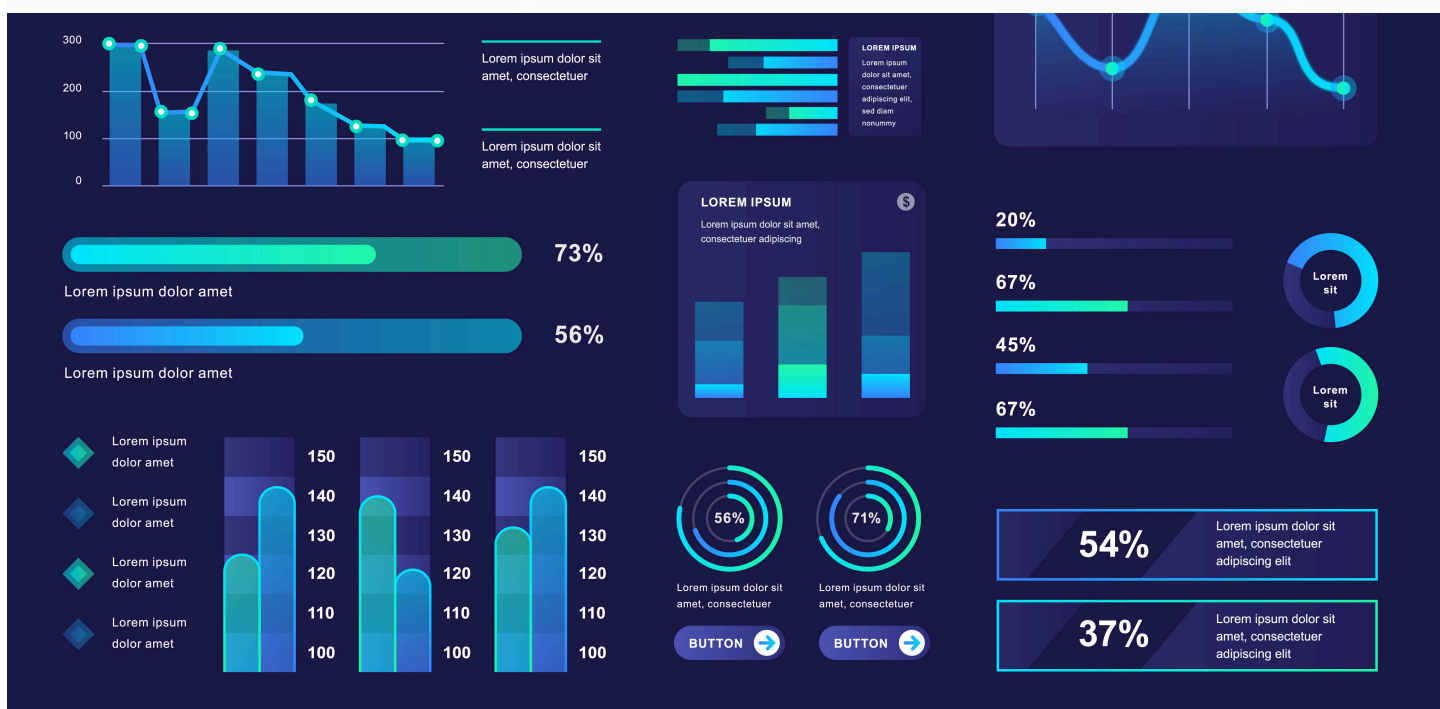
Recurring Monthly

Total(s) \$2,700

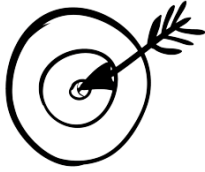


Gridline Insights is a digital marketing powerhouse specializing in SEO and web strategy for growth-minded businesses. For over a decade, our team has helped brands rise to the top of search results by combining technical expertise with creative problem-solving. We've worked with over 500 clients across various industries, earning a reputation for smart strategy, transparent communication, and results that speak for themselves.

At Gridline Insights, we believe search visibility is more than just rankings—it's about building long-term momentum. *That's why we tailor every SEO campaign to fit the unique goals of our clients*, using proven processes and data-driven insights. Whether it's launching a new website or optimizing an existing one, we equip our clients with the tools and strategy to rise above the competition—and stay there.



Our Values



Data with Clarity

We believe your data should serve your business, not confuse it. That's why we cut through the noise with dashboards and systems that deliver clear, actionable insights—no jargon, no fluff.



Direction Over Perfection

Data work is never “done.” We help you move forward with confidence—testing, refining, and improving over time. Your decisions won't wait for perfect data, and with the right setup, they won't have to.



Trustworthy by Default

We don't fudge numbers or hide caveats. Whether it's dashboards, pipelines, or KPIs, we prioritize **accuracy, transparency, and long-term trust** in everything we build.

Terms

1. Scope of Services

The Consultant will provide data-related services as outlined in the accompanying Scope of Work. This may include, but is not limited to, [insert-IP-of-service-types], depending on Client needs.

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2. Timeline & Milestones

Estimated duration of this engagement is [INSERT-TIMELINE-IP] weeks, subject to the gravitational effects of data volume and stakeholder feedback cycles.

- Project Kickoff
- ETL Configuration
- Dashboard Build
- Final Review & Handoff
- Optional Launch Party (BYOD—Bring Your Own Dashboard)

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3. Data Privacy & Confidentiality

All parties shall treat proprietary KPIs, poorly written SQL, embarrassing CSVs, and other confidential materials as top-secret.

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4. Intellectual Property

Dashboards, pipelines, and models created during this engagement remain subject to IP 12.7, Subsection “Who Actually Owns This?” until final payment is received or until a rogue AI claims authorship, whichever comes first.

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5. Payment Terms

Client agrees to pay Consultant as per the pricing detailed in the Scope of Work. Payment is due within [INSERT-IP] days of invoice unless invoicing platform crashes or Mercury is in retrograde.

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6. Termination

Either party may terminate this agreement upon 10 business days' notice, unless there is an active dashboard obsession, in which case emotional detachment protocols under IP 42.1 must first be initiated.

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Both parties agree to the terms and conditions outlined above.

COMPANY	CLIENT/CUSTOMER
<div>Full Name</div>	<div>Full Name</div>
<div>Title</div>	<div>Title</div>
<div>Business Name</div>	<div>Business Name</div>
<div>Signature</div>	<div>Signature</div>
<div>Date</div>	<div>Date</div>