

# Data Warehouse + Dashboard Buildout

for Johnson & Timmis

Drafted For  
*Gerald Ford*



Linda Smith  
Account Executive  
Gridline Insights

[linda@smartpricingtable.com](mailto:linda@smartpricingtable.com)  
425-268-2718

# 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 ( $\leq 3$  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

\$0

### ☐ 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 ( $\leq 3$  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:**

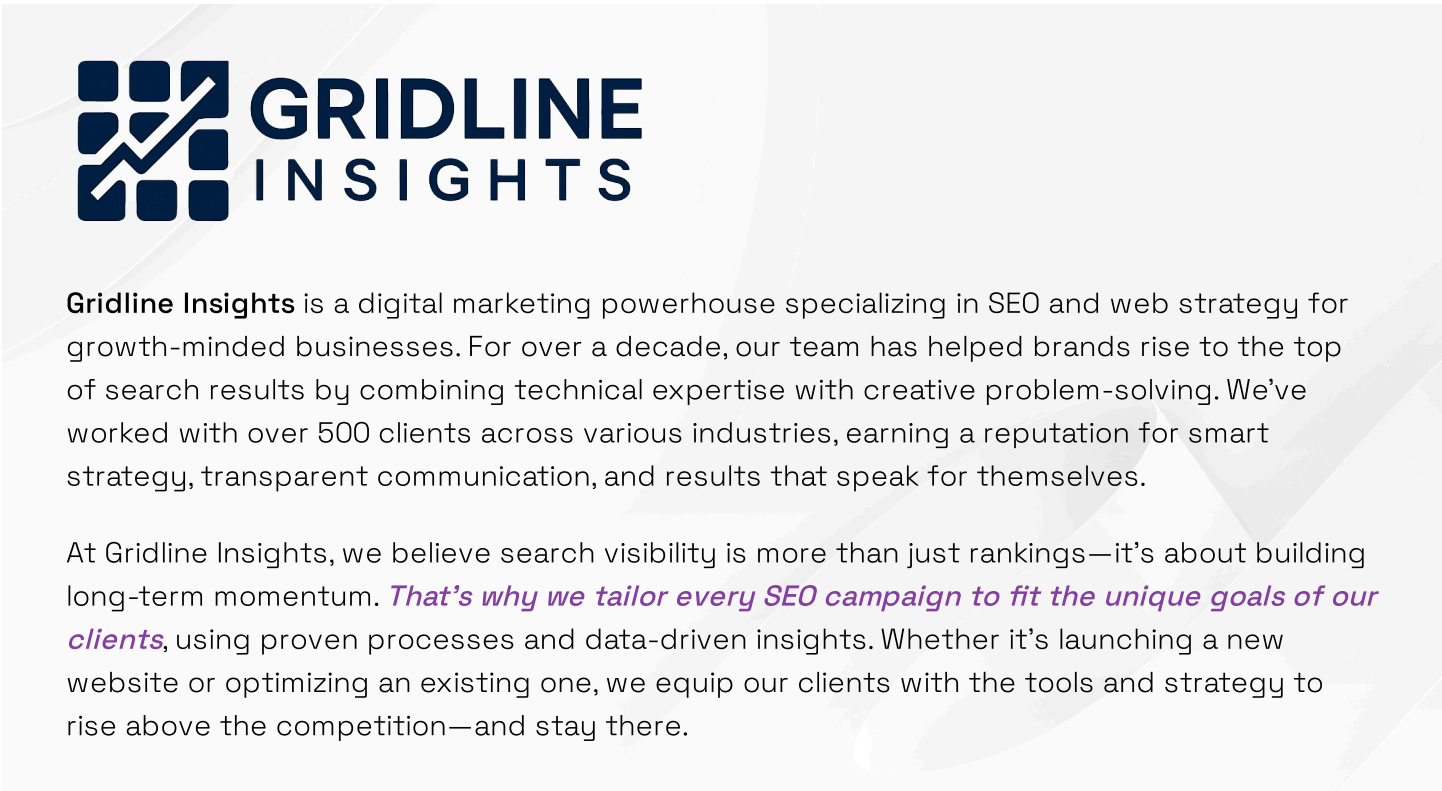
- Query and dashboard performance tuning
- Warehouse cost optimization
- Usage analytics report

## One Time

---

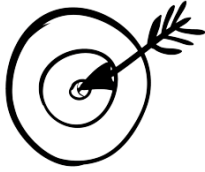
**Total(s)**

**\$17,500**



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.





## 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.

**Lorem ipsum dolor sit amet**, consectetur adipiscing elit. Curabitur dapibus eros quis lacus tincidunt, in ultricies quam scelerisque.

## 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)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed id tincidunt nunc. Ut nec sapien sed justo viverra suscipit. Aliquam a justo sit amet lacus sollicitudin rhoncus.

## 3. Data Privacy & Confidentiality

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

**Lorem ipsum dolor sit amet**, consectetur adipiscing elit. Vestibulum sed velit mi. In ac vehicula erat. Etiam dictum orci non libero finibus, ac vestibulum lacus iaculis.

## 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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi at sagittis est. Vivamus luctus porta mauris, nec hendrerit metus tempus sed.

## 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.

**Lorem ipsum dolor sit amet**, consectetur adipiscing elit. Sed vitae felis nec sapien feugiat ullamcorper nec a turpis.

## 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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce malesuada sapien ut nunc elementum rhoncus. Integer nec velit vitae odio condimentum fringilla.



Both parties agree to the terms and conditions outlined above.

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