

How To Identify The Sales Channel To Engage For Your Product Distribution

Description

Provide a critical foundation for the sales and distribution professionals and help the organization to synchronize demand and supply, anticipate production needs, prepare and forecast distribution needs to satisfy seasonal, regional and customer requirements, and ensure that production, warehouse, sales, marketing and customer service professionals are working with the same information. Help the sales team and the organization to monitor and adjust targets and to better forecast and predict results.

Challenge

- Client requires a solution that will help them gain clear visibility on all aspects of the sales function and to increase their profit margin based on the analytics outcome to make informed decisions on how to improve their process and project the areas that needs special attention without having to guess which areas to look at first.
- Client needed a partner to integrate and consolidate data from their different branches (various sources) into a centralized controlling system for the enterprise to closely keep track of the sales performance at periodic intervals which could in-turn yield more revenue for their organization and to take corrective actions.
- To continuously monitor their business activities and keep up-to-date on the status of the sales performance, they needed quick access to their data, one of the most

valuable assets a business has as its disposal and better reporting capabilities that their current systems were not capable of producing the result in a timely basis

- Client required a powerful and actionable visualization which is cost effective and suits their operational policies with quick and clear understanding of the information and helps them gain hidden insights from the huge volume data in an understandable and coherent way and to drive their operations towards the goals

Solution

- Based on the data pattern available in the different source system, analysed and designed data warehouse structure which is considered to be the single version of truth based on the subject that matters over a period of time pulled together from different internal and external sources and departments within an organization for the purpose of analysis and reporting.
- Identified key business goals, gaps and problems of clients and arrived at the Key performance metrics in the sales area to understand whether business is on the right track for success , to monitor each key business activities , bring about improvement in the process and identify areas where goals are not being met and take decision driven actions
- Reports available in the Pentaho older version are migrated to the latest Pentaho version 8.3 with a better look and feel which in-turn access data from data warehouse with improved performance, user can get their operational data on hand without any delay
- Multidimensional analysis using sales fact wherein the dimensional objects will be organized in a meaningful hierarchy which allows users to observe data from the various viewpoints which reduces analysis time and

increases efficiency of data analysis. User just need to drag and drop required objects and view the results to make quick decisions

Benefits

- Highly scalable data warehouse which reduces complexity of data management and standardizes data from different branches minimizes risks of errors in interpretation and improves overall accuracy to make better business decisions
- Improved reporting capability which drives user faster in accessing their day to day data and also to track the performance of its sales force over different periods like comparing sales of the company on different years over the same period.
- Interactive web interface for the end users to compile sales data into simple visualizations based on their operational needs without any IT dependency, helps to know whether we are on track to meet our goals or identify which areas of enterprise are not producing enough progress on sales and for what reasons and can know market demand and customer buying trends for different products in different time periods