

# Multi-Door Retailer Accelerates Sales Performance With Power BI-Driven Dashboards



## Client Profile

The client is a multi-door retail organization and is a well-known leader in the indirect distribution channel for Verizon Wireless. They have been successfully serving the Southern California market since 1991.

## The Challenge

The company needed a more sophisticated platform to leverage massive volumes of data generated across various touchpoints. As a successful retail organization, the client had to deal with large swathes of information in the form of supplier data, orders handled per day, employee data, customer buying patterns, and so on. They wanted to harness this data effectively to draw insights, optimize costs, and maximize business returns.

The client had been using Excel spreadsheets to prepare reports; this was not only time-consuming but also necessitated a significant amount of manual work, as they often had to shuffle between spreadsheets to find the right information. There was a clear requirement for a powerful analytics and visualization solution that could help them identify which stores, locations, or products are bringing in the most revenue, or which ones are underperforming. The solution should be able to integrate seamlessly with their existing third-party applications.



Lack of a robust analytics and visualization solution



Loss of productivity due to extensive manual work involved



Inability to leverage data generated across numerous touchpoints



Challenges in finding all important reports and insights in one place

## The Solution

Damco's data specialists collaborated with the stakeholders in the organization to understand their most pressing needs and chose Microsoft Power BI to build the solution as it fulfilled all the criteria. Power BI Desktop was used to load, clean, prepare and visualize data and design reports and dashboards whereas Power BI Server was used to publish reports to be shared among the stakeholders.

Thanks to the Power BI-driven solution, users could now connect all the data sources (Excel sheets, POS, etc.), visualize what's important through custom reports and dashboards, and share insights across departments. Dashboards with drill-down capabilities helped the client visually capture important metrics and identify opportunities for improvement.

### **These metrics included:**

Sales over a given period and its variation by week/month/year

Product category-wise revenue and its variation by week/month/year

Top-selling products in each category

Customer demographics to assist with target marketing

Sales and profit margins by geography, store, and employee

Most profitable vs highest-selling products

## Value Delivered

Sophisticated dashboards and reports provided insights into sales, profit margins, inventory management, and customer buying behavior

- Power BI-based dashboards helped the client monitor the effectiveness of sales activities to optimize sales performance
- A 360-degree overview of product-related data helped the client maintain optimal stock levels across all categories
- Optimized inventory management helped the client bring down inventory costs by around 30%
- Unified analytics consolidated all information into a single platform, saving hundreds of hours annually
- Seamless sharing of insightful reports and dashboards improved collaboration across departments




Looking for a high-performing analytics solution like this one?

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### About Damco

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