POLESTAR



Enabled Effectiveness in **Decision making with Power BI** for the world's 3rd largest FMCG giant

www.polestarllp.com

SWIPE

POLESTAR

Client Overview



One of the Global 500 by Forbes, this UK based consumer goods company, specializes in hygiene, wellness, and home care products. Renowned for innovation and trusted brands that cater to daily needs.

The company's expansive scale presents intricate challenges in sales and distribution. Effectively managing a product portfolio of 40+ brands necessitates crafting specialized sales strategies for each category.

Synchronizing distribution networks spanning bustling urban centers to remote locales demands sync between the dealer network and the company, navigating the constraints of underdeveloped infrastructure in smaller towns and cities.

Navigating these sales and distribution challenges successfully was a key competence that the company wanted to sustain to uphold a formidable market presence.

www.polestarllp.com

SWIPE

POLESTAR

Problem Statement

The business encountered challenges including:

- The various source systems in the form of Excel spreadsheets, SAP, and distributor management systems posed a challenge for sales leaders.
- Incomplete representation of sales data from SKUs tracking to inventory data from small-scale distributors.
- Data Integration from distributors in tier 1,2,3 cities and towns.

Scope of the Project

- Streamline and automate the data organisation process.
- Leveraging cutting-edge cloud technology.
- Eliminate manual process of data collection and organizing data from various sources.
- Minimise the loss of valuable time and resources.



www.polestarllp.com

SWIPE

POLESTAR

Key Challenges

1

Reliance on Partially Processed Reports and Spreadsheet Analysis

- Relying on incomplete insights from reports.
- Hindered informed decision-making.

2

Lack of Real-time Representation in Reports

- Static reports couldn't reflect dynamic market changes.
- Hindered swift responses to evolving conditions.

3

Industry Trend Misalignment

- Outdated processes didn't sync with current trends.
- Hindered adoption of modern data interpretation methods.

4

E-Commerce Sales Tracking Gap

- Retail sales tracked effectively, but E-commerce sales overlooked.
- Incomplete grasp of total sales landscape due to data gap.

SWIPE

POLESTAR

Solution Implementation



1. **Stakeholder Collaboration and Gap Identification:** Analysts engaged with the relevant stakeholders. Identified the gaps and shortcomings present in the current reports and analysis methods.

2. **Decoding Embedded Logics and Formulas:** To improve data accuracy and relevance, we meticulously deciphered the embedded logics and formulas within the existing systems, Excel spreadsheets, and flat files.

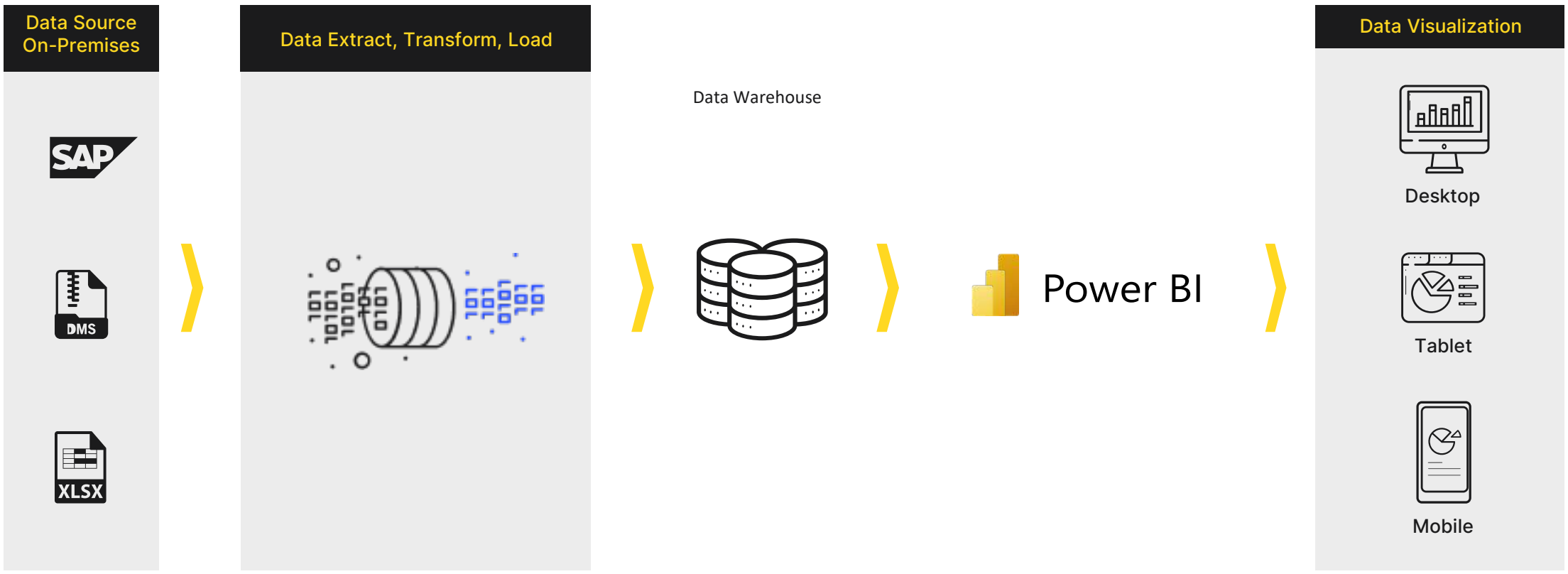
3. **Comprehensive Sales Analysis Solution on warehouse:** Encompassed the identification of key distributors and involved a thorough examination of both primary and secondary sales, returns, and collections.

4. **Incorporating E-commerce Tracking and KPIs:** Implemented a robust tracking mechanism to capture and analyze E-commerce transactions. Established benchmark KPIs to quantitatively measure the performance of E-commerce operations.

5. **Interactive Reporting through Power BI:** Set up an interactive reporting system using Power BI for data visualization Platform allowed exploration of data, helped in gaining deeper insights into sales trends and performance metrics. Facilitated quicker and more informed decision-making.

POLESTAR

Types of Service Models



The integration of SAP with Power BI leverages a robust data pipeline architecture, seamlessly connecting transactional data from to Power BI for real-time, comprehensive analytics and visual insights.

- The solutions deployed not only addressed the initial challenges but also brought about a transformative impact on the business.
- With improved strategy segmentation, timely reporting, seamless data manipulation, cross-branch recognition, and international implementation, the business experienced heightened data-driven decision-making capabilities and expanded its footprint across various markets.

SWIPE

POLESTAR

Impact Delivered

- **Increased strategy segments by 20%** through Interactive Dashboards:
  This feature enabled them to delve deeper into the data.
- **Reduced Reporting TAT by 27%** Leading to Increased Adoption: The availability of accurate and up-to-date information promoted greater participation across various business teams.
- **Enhanced Forecasting by improving accuracy by 25%**
  Through the simplified interface, stakeholders could access and analyze extensive datasets with just a single click.
- **40% increase in cross-branch collaboration:** The effectiveness and relevance of reports resonated with different operational units, garnered positive feedback leading to increased appreciation.
- **73% reduction in reporting discrepancies across branches:**
  The scalability of the solutions, lead to extensive connectivity into Singapore, Malaysia, Indonesia, and Thailand.



POLESTAR

Client Testimonial

"The interactive dashboards have empowered us to refine our strategies effectively. Timely reports have boosted team engagement, and effortless data manipulation has streamlined our processes. The E-commerce reports were a hit, even across our branches. The international implementation showcases their adaptability.

The comprehensive analysis and Power BI's interactive reporting transformed our decision-making. Kudos to the team for their professionalism and tailored approach. Exciting to continue this partnership."



POLESTAR

Bonus: Sample Dashboards for CPG



www.polestarllp.com

SWIPE

POLESTAR



POLESTAR

Follow us for more such content

Visit to know more

www.polestarllp.com