

Business Intelligence

Case Study: Simplifying Reporting



Project Background

- The client tracked product performance in PowerPoint, which required major manual efforts to maintain and update
- The client sought standardization of KPIs
- The KPIs and views were not set for the specific needs of stakeholders, i.e., the country, regional and global teams
- The Senior Management used advanced platform (iPad) which caused compatibility and visualization challenges.



Objectives

- MS Excel dashboard to review the performance of Product X at the country, regional and global levels
- Transition the dashboard to the Tableau platform



Client Benefits

- User-friendly and uniform dashboard for performance reviews across markets
- Individual country performance snapshots with country comparisons and summaries at the regional and global levels
- Standard definitions for KPIs across countries
- Compatibility with multiple platform-iPad/Desktop



Key take away

- Systemic approach to define the KPIs by hierarchy and purpose
- Design and implementation of the dashboard in a short duration
- Usage of agile methods to meet the evolving needs
- Stringent quality measures to attain best results
- Simplest dashboard capable of easy and quick data updates
- Visualizations with a clear picture of product performance and cross country comparisons



About Us

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