

Sales Dashboard

FMCG company wants to increase their sales from General Trade.

THE CHALLENGE

Consider the following:

- **Fact one** most companies are in business to make a “profit”
- **Fact two** many start-ups are coming in FMCG space with heavy investments
- **Fact three** few companies know the profitability or relative value of individual customers, products, or channels

Even today majority of the revenue comes from General Trade. Competition in saturated markets being as fierce as it is today means it's vital that businesses know how to derive sales from the distribution channel network.

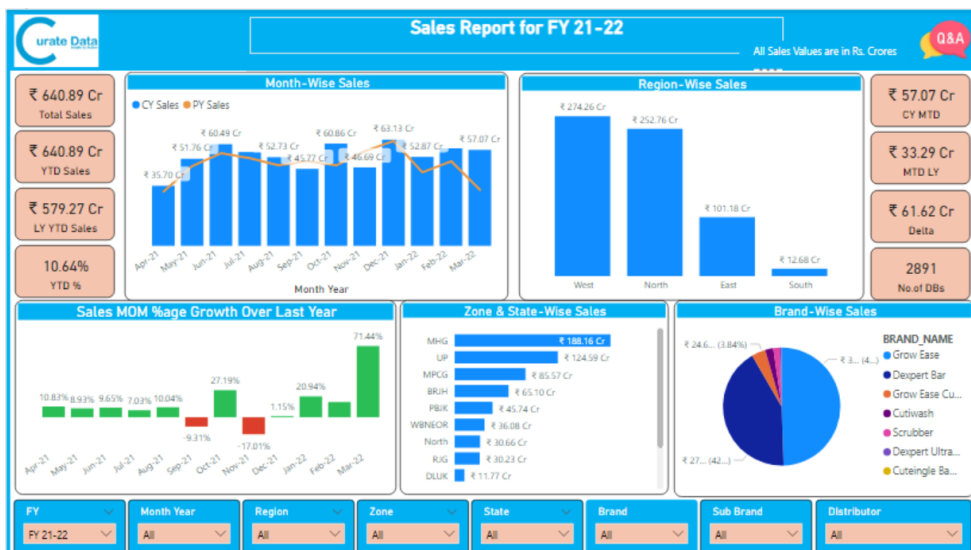
Curate Data's client wanted to analyse the efficiency and planning of the team in order to increase the sales of the company.

THE SOLUTION

Curate Data transformed transactional data into real-time accurate knowledge by:

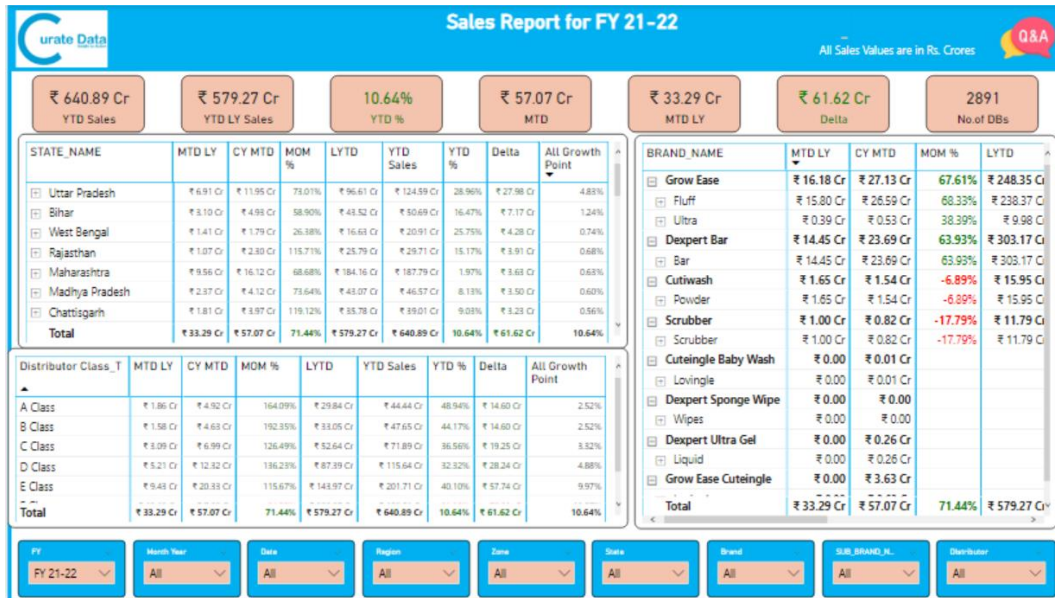
- Obtaining daily transactional data from ERP & Master tables
- Merging and analysing the data to create a Sales Dashboard.

Using these Dashboards, client was able to estimate the Sales by Geography, People and Category. He was also able to analyse the growth % (MTD, YTD, LYTD, YoY, MoM, etc) with actionable insights.



The client was also able to analyse the People Performance where he would be able to analyse the performance of each employee with historical trends. The system would automatically show the laggards in the system.

These Sales KPIs and other information were delivered via a secure online dashboard and key management reports were provided.



THE RESULT

The resulting Sales analysis enabled Curate Data's client to identify and focus on important SKUs (Defining Hero articles that provides maximum profitability & Sale) that helped them by improving their topline by 5%. Apart from this, these dashboards were able to analyse the performance of the New Products.

In addition to focussing on SKUs, the dashboard also helped them to see where sales can be improved, identify those employees who are not worth actively retaining and take a step toward improving the team's adaptability.