



Client Success Story

Burge Barossa Group / Analytics Platform > Eye-Catching Dashboards & Self-Service Decision Support (Phase I)

Challenges

The business was using Excel-based sales reporting, updated once per month. It was manually curated, time-consuming and was at risk of error with limited ability to analyse results.

Solution

Automated eye-catching dashboards that show daily updated business sales vs targets and inventory levels for monitoring by the sales team and senior management. Sales data extraction and transformation was automated using system APIs.

Benefits

The decision support solution empowers the sales team and senior management with business insights to drive further business value.

The benefits included:

- Monitoring *sales performance* against defined targets as well as identifying trends over time.
- Ability to understand *sales* by channel, customer, product and salesperson with drill down to individual invoice and including qty, \$ and margin \$.
- Better understand *finished goods stock* levels by location, category, brand and product with drill down to individual stock item and including qty and \$.
- Better understand *bulk wine stock* levels by Variety, Vintage, Region and Program with drill down to individual stock item and including qty and \$.
- Highlighted data quality issues which then lead to a data cleansing effort.
- Reduced manual effort to assemble reporting as well as improved accuracy.

The services provided delivered the added benefits of:

- Implemented data & analytics platform that provides a strong foundation for future expansion.
- Assisted with data cleansing activities within the DEAR system.

Capabilities

Business analysis

Data modelling

Data integration / API

Dashboard design and development

Technologies

Power BI Desktop & Service

Microsoft Fabric

DEAR / CIN7

Domains

Wine sales, Wine inventory management