

# Data Analysis & Reporting Business Intelligence

## Industry:

Manufacturing

## Client:

A European multinational corporation - leading designer and manufacturer of industrial automation and control solutions

Location: U.S.A.

## CHALLENGE

The client was leveraging Microsoft Excel for their reporting activities, and they needed an easier and better reporting solution which would allow them to quickly access performance management reports related to their sales and marketing portfolio. The solution would be easy to maintain and easily modified to meet ongoing user expectations and enhanced based on user feedback.

### **Their current Microsoft Excel-based system had several limitations.**

The users had to manage multiple Excel files, maintain data and share with other users. The process included four different sets with multiple business rules. The required manual work was very time-consuming. Also, the process was not user-friendly.

**Targeted Audience:** Offer managers, category managers, senior management

**Number of Users:** 100 to 150

**Geography:** Global – The USA, Europe, Asia, Africa (total of 100 countries)



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Case Study

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## SOLUTION

Our team helped consolidate Excel reports onto Birst BI tool which can process data automatically and update reports/dashboards on ad-hoc or on scheduled basis. The intuitive solution enabled users to run, view reports and dashboards, toggle between filters and drill down to specific reports as needed. Several reports were created with the functionality of switching measures and filters in order to support dashboards. Also, data models were built with all the necessary attributes and measures which could be used in future reporting. These were provided in the visualizer which offers a self-service option for the business user to create their own reports, thus creating a platform for enhancements based on user feedback.

### **The deployed solution is scalable for the future reporting needs.**

The Birst code can be deployed anywhere with the exact same code base, upgrade path, and level of support. The solution can be moved from one deployment model to another to meet the client's strategic and operational goals.

### **Data Visualization**

The embedded data visualizations in the dashboards provide visually appealing and more effective reports for the end user. The reports which were mapped out in colorful graphs are more stimulating and provide easy-to-read displays. The dashboards providing an adaptive user experience were created to help all types of business users to visualize complex data sets, and provide management with a timely snapshot of their organization to help them make smart, data-driven decisions to manage business growth and performance.



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## TECHNOLOGY STACK

- BIRST
- Microsoft Office Suite

## BENEFITS

The reporting application built on Birst allows the users to take advantage of fast and accurate reporting.

The users are able to:

- Create comprehensive summary reports,
- Create dashboards on the most frequently used KPI's,
- Create specific performance reports such as new offer launch reports,
- Intuitively drill down the reports based on the needs e.g., by channel, by supplier, by mfg, vs. brand labeled by region and by product etc.,
- Create their own dashboard and share with other users.

**Before the solution**, it used to take 3-7 days for the users to compile dashboard and reports, review, edit and validate data once the quarterly data was ready to be analyzed.

**After the solution**, the dashboards and reports are available instantaneously. The data is never obsolete, and data accuracy has improved tremendously due to automation and decreased human intervention.



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## WHY BIRST?

One reason Birst outcores the competition across the board is its unique full stack analytics platform. From back end to front end, from IT-owned data to user-owned data - Birst enables to connect all of the data sources in one, smart, unified, automatically-generated data model which can then be used to create automatically-generated analytics-ready data warehouse.

Birst was "born in the cloud" and is the top-rated Cloud BI solution according to industry analysts such as Gartner, Forrester, and others.

Benefits include cost savings, agility, and reliability that only the most modern BI platforms can deliver — and that today's nimble enterprises need to compete. Birst can be deployed in the public cloud, in AWS, or on-premise (as a virtual appliance) with the exact same code base, upgrade path, and level of support. Enterprises can move from one deployment model to another to meet their strategic and operational goals.



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