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APPROACH

Global Sales Report
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Power BI
Consumer Goods

CASE STUDY

Facilitating change in the consumer goods industry

In this case study we will take a deep dive look at the successful implementation of a Microsoft Power BI application that helped our client look further into their finances through a global sales report.

Pomerol has helped clients within the retail industry to provide automated reporting solutions that replaced their more traditional static reports. This has allowed users to compare in-market sales across multiple markets in a dynamic, ad-hoc way whilst maintaining a single version of the truth governed by a central finance team.

Problem

When Pomerol began to engage with the client, our consultants realised that there were 3 business problems that their financial department kept on running into in terms of their monthly global sales report.

1. There was a lack of insight into the global sales of certain products globally
2. The client lacked the visual comparison between budget vs actuals amongst their product sales
3. There was also a need to restrict user access to certain data whilst maintaining access to the report

Solution

Pomerol, as a software agnostic consultancy, took the clients' existing technology stack into consideration. In this instance the client had an established Microsoft environment making Power BI the best candidate for the task.

Power BI was used to ingest data from a third-party software that the client used to collect their Global in-market sales data. This data was then transformed and cleansed using Power BI's query editor.

This cleansed data is then used to build an interactive report which was then published to the Power BI service along with security settings that ensured that users had access to the correct data.

Result

Pomerol were able to replace the clients' previous reporting system with a dynamic Power BI report that allowed them to slice and filter the data in an ad hoc manner.

This has enabled users to investigate their in-market sales data on their own terms, empowering them to engage with the data from a perspective that is relevant to them. As a result, users can answer questions for themselves without the need to wait for a monthly report while the business ensures that each user is looking at a single version of the truth.

The application was also able to help the client produce a qualitative impact around their in-market sales insights which have ultimately generated better marketing decisions to amplify their revenue throughout different countries and seasons.

Through this process Pomerol has greatly reduced the reporting cycle for the client. They are now able to publish a report as soon as an update to the data is made.

We're ready to partner with your leadership team to future proof your business.

About Pomerol

We create and deliver meaningful Data-Driven Business Focused Solutions & Services. We've been operating in Data Analytics and Intelligence Reporting for over 6 years within Pomerol and our Partners have a cumulative 100 years in Global Experience. Pomerol partners with our clients to optimise the intersect between changing business demands, technological progress and sustainable business growth.

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