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SECTOR

Transactional FX Sales

DIVISION

**Sales & Financial
reporting**

REGION

United Kingdom

APPROACH

**FX
Sales
Financial
Reporting
QlikView
ETL**

CASE STUDY

Transactional FX Sales Analytics

FX Sales & Financial Reporting

Transactional FX (TFX) Trading desk manages the risk and execution of Corporate, Commercial, and Consumer client cross currency payment flow in one of the leading Investment Banks. TFX supports over 150 currencies globally across three trading locations using a 24/5 coverage model.

In this case study, our QlikView team developed an advanced QlikView analytics platform which hosts multiple applications for FX Sales Advisors and Global FX Managers to enable visualization of client pricing, trading, revenue and 'What If' scenarios.

Problem

The TFX Desk was struggling to integrate multiple data sources into one platform and subsequently used three separate platforms to analyse their sales data. Viewing all FX trading, revenue and pricing data at a transaction level was a problem for all FX Sales Advisors and analysts who reported this data on a daily & monthly basis.

Reporting was time consuming and business users lacked credibility on delivering monthly reports. The FX Sales Advisors and Global FX Managers needed a centralised Global Sales platform they could rely on as the single source of truth.

Additionally, the banks strict security requirements meant that FX Sales Advisors need restricted access based on their region.

Solution

Qlikview was used for the extensive ETL process. All three data sources were combined into a centralised data model that could be leveraged for the majority of the client's reporting needs.

This enabled Pomerol to leverage 1 data model for the majority of the client's dashboards. Data models and generators were set to run daily and refreshed automatically, automating a traditionally labour intensive, manual process.

We developed a Global Sales platform with 8 fully visualised production applications. These helped FX Sales Advisors analyse trading trends, look at the monthly P&L and drill into more details when needed.

We were able to deliver a fully automated platform which was refreshed daily and used by all Global FX Sales advisors.

Result

The stakeholders objective was to visualize all TFX data in one platform. This had never been done before and business has never been able to see access that level of data in one place. Building a fully automated data platform for day to day use for all global FX Sales Advisors was vital

This was achieved by Pomerol as this is their main platform to start their day and analyse their data. The business would not be able to deliver the value they do without the FX Sales Platform. This helps the bank to save time on money on reporting and have a very detailed overview of their clients trading.

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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