



CASE STUDY

Improving Sales Analytics for a global manufacturer of art supplies

Quick Summary

CRG Solutions' development of a sophisticated sales analytics dashboard for the art supplies manufacturer revolutionized the way the company approaches its global sales strategy. This showcased the power of data analytics in transforming sales operations, providing actionable insights that lead to improved business outcomes.

About the Customer

A renowned German manufacturer of writing instruments, art supplies, and office products, famous for its high-quality pencils, markers, and color products, recognized for its commitment to sustainability, using environmentally friendly practices in its manufacturing processes. The brand is synonymous with craftsmanship and innovation, appealing to artists, students, and professionals worldwide.

They wanted to revamp their sales analytics infrastructure. The initiative was aimed to provide deeper insights into sales performance across different regions and product categories, enabling more strategic decision-making.

Problem Statement:

The manufacturer wanted to revamp to get following outcomes:

- **Advanced Sales Tracking:** Develop a dashboard to monitor sales performance in real-time, comparing current results with historical data to identify trends and growth opportunities.
- **Product Performance Analysis:** Implement analytical tools to assess the performance of individual product categories, identifying high-growth areas and underperforming segments.

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- Optimization of Sales Channels: Analyze performance across different sales channels to optimize marketing and distribution strategies.

And the firm faced several challenges in managing its diverse product range and extensive global distribution network:

- Complex Data Environment: Managing sales data across multiple regions and product lines was cumbersome due to the lack of integrated analytical tools.
- Inconsistent Sales Reporting: There was no standardized process for tracking sales performance, leading to inefficiencies and delayed reporting.
- Limited Visibility into Market Trends: Insufficient real-time data hindered the company's ability to quickly adapt to changing market conditions and consumer preferences.

Solution:

CRG Solutions developed a comprehensive Sales Summary Dashboard with key features including:

- Detailed Sales Metrics: Integration of real-time data showing sales volume, value, discounts, and net sales across different regions and product categories.
- Regional Performance Tracking: Tools to monitor and compare regional sales performance, highlighting areas of growth and decline.
- Product Category Analysis: Detailed breakdown of sales by product category, allowing for a granular view of which products were performing well, and which were not.

The implementation by CRG Solutions led to:

- Real-Time Data Integration: Streamlined the aggregation of sales data from various sources into a unified dashboard.
- Interactive Reporting Features: Enabled dynamic filtering and sorting capabilities to allow users to customize views according to specific needs.

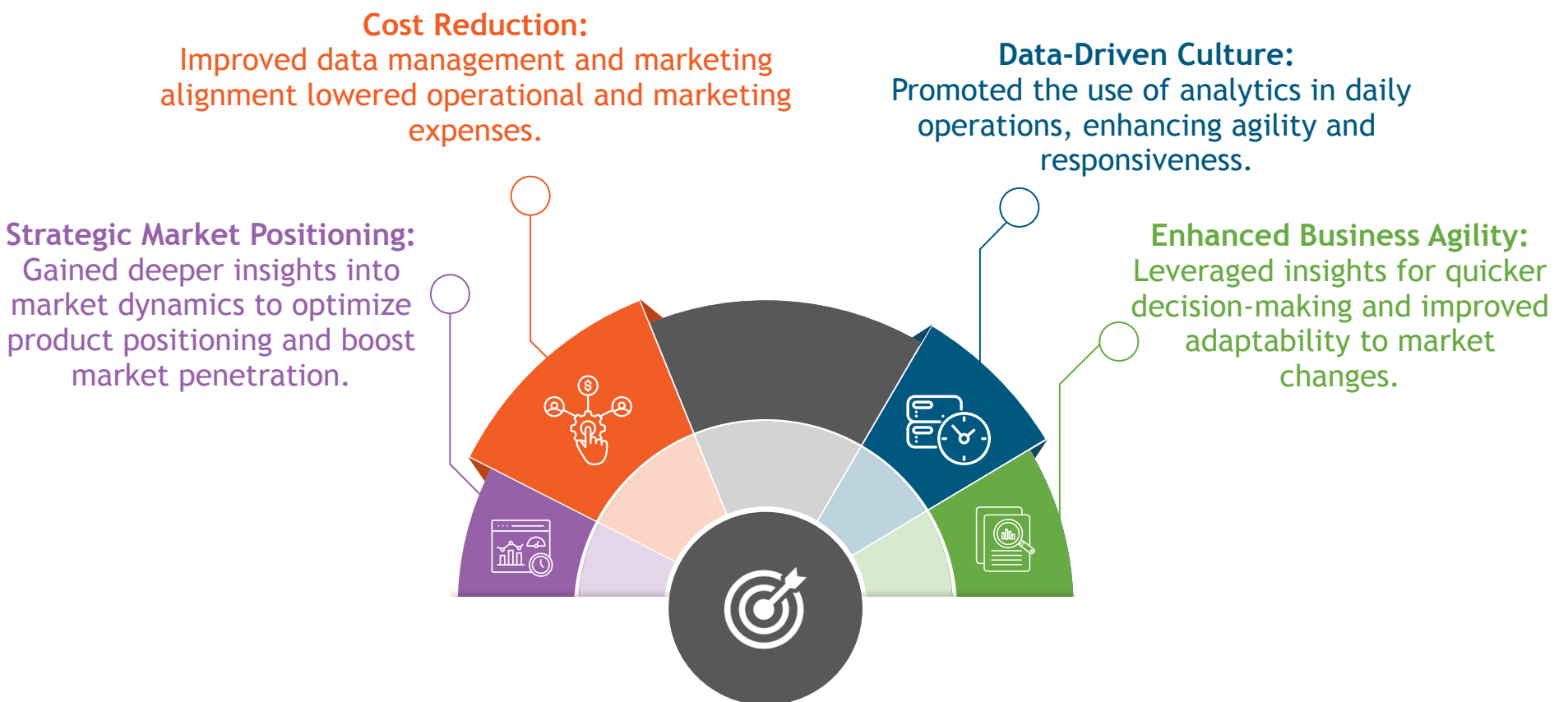
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- Enhanced Data Visualization: Utilized advanced graphical representations to make complex data easily understandable and actionable.

The implementation of the Sales Summary Dashboard yielded significant improvements:

- Enhanced Sales Insights: The dashboard provided comprehensive insights into sales trends, driving more informed strategic decisions.
- Improved Operational Efficiency: Automated reporting and real-time data access reduced manual work and sped up the decision-making process.
- Increased Sales Performance: Targeted analysis helped identify high-potential markets and optimize product placement and promotions.

Business Benefits:



*A Trusted Solution Partner
to achieve*

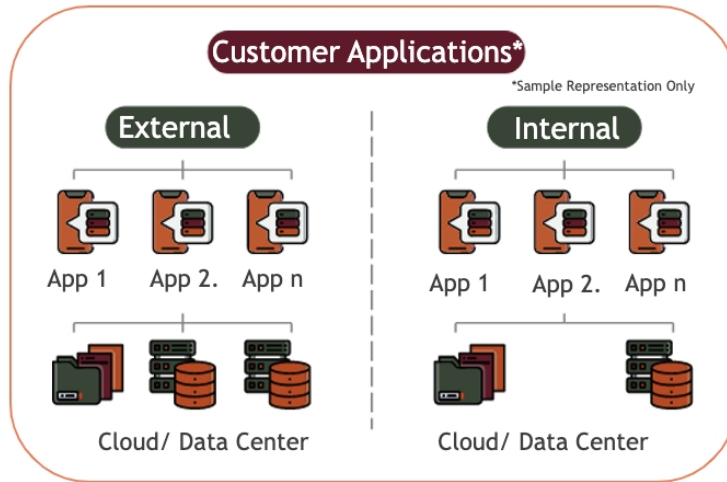
Business Excellence

About CRG solutions

We Cover

Analytics

We setup practices, tools to derive insights (customers, products, apps, teams) to enhance or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs



RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai

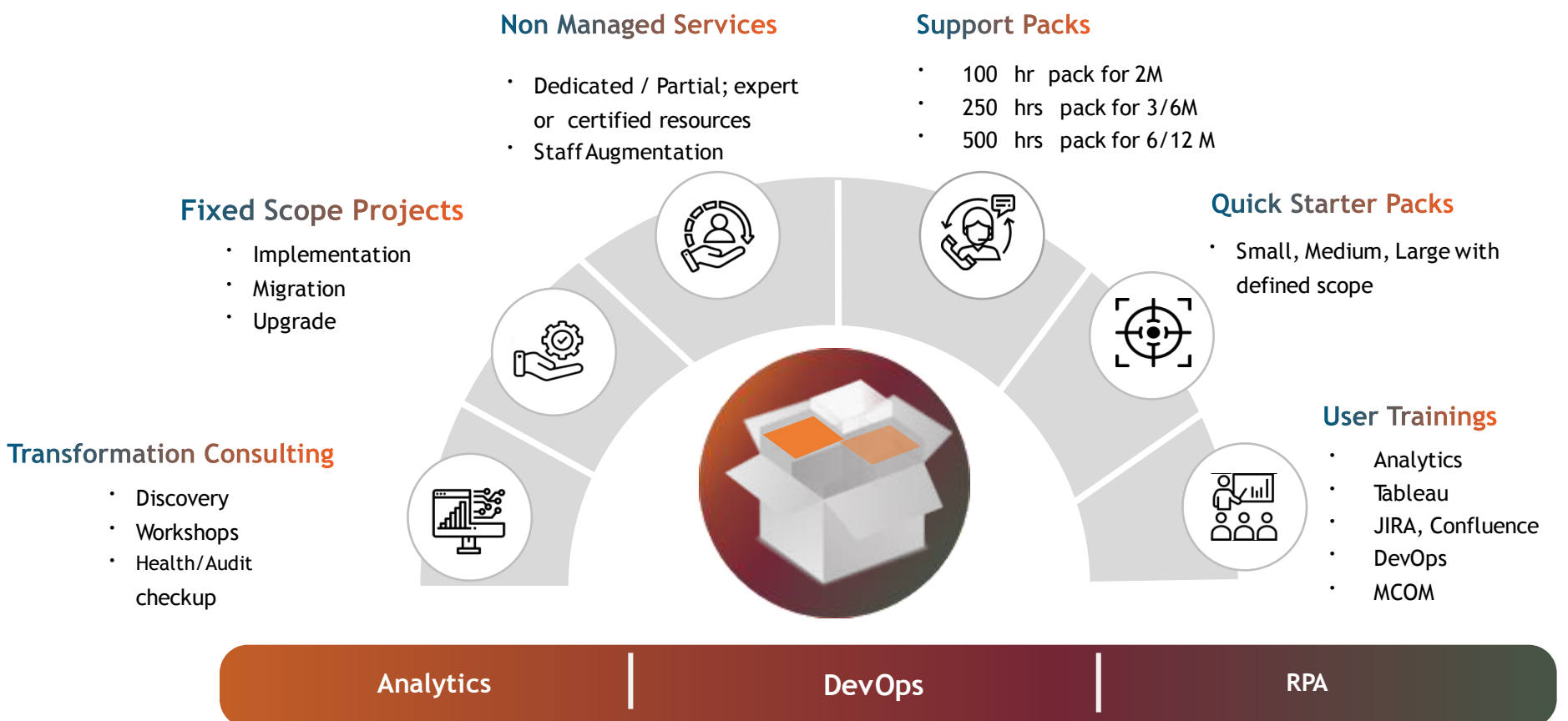


DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity



Services Portfolio



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