SG Analytics
excellence, *BEYOND*

Managed reporting services for multinational consumer good company

Client

A multinational consumer good company.

Opportunity

The client was concerned that its different product category teams were overloaded with too many mandatory monthly reports. The client's executives and managers voiced concerns about duplication of effort and excessive time investment for data consolidation, data preparation, and data compilation.

To extract meaningful insights and trends from its data, the client requested SG Analytics to restructure its reports. The client's priority was to streamline all reports and increase their consistency by standardizing them across geographies.

Solution

SG Analytics' data scientists first ensured a complete understanding each team's specific requirement and created a list of standardized models for all product categories and key metrics. Then, the team designed a standardized report template in Tableau. The template incorporated most common factors in all categories to ensure a homogeneous look and feel across all reports and teams. As per the client's requirement, SG Analytics was careful to minimize the variance and limit the differences to specifics of the respective product categories. The Tableau Dashboard prototype included buckets like category performance, competitor study, product category growth and market share trends, historical trends with historical time series data etc.

SG Analytics' data scientists leveraged their experience with user interfaces and data visualization to create final reports which were reliable and easy to understand and comprehend. Thus, enabling the business teams to spend more time analyzing the trends, getting a holistic view of distinct categories and drawing meaningful comparisons.

Value Delivered

1 The streamlined analytics report created faster turnaround time on business strategy each month.

2 Standardizing the operating procedure made communication and collaboration with internal and external stakeholders easier.

Tools Used

+ableau
Tableau

SQL
SQL

Microsoft PowerPoint

To know more about our BI & Visualization Services write to us on **dataanalaytics@sganalytics.com** or contact us on **+1 315 503 4760**