



Sales Analytics – **Promotional Analytics Dashboard**

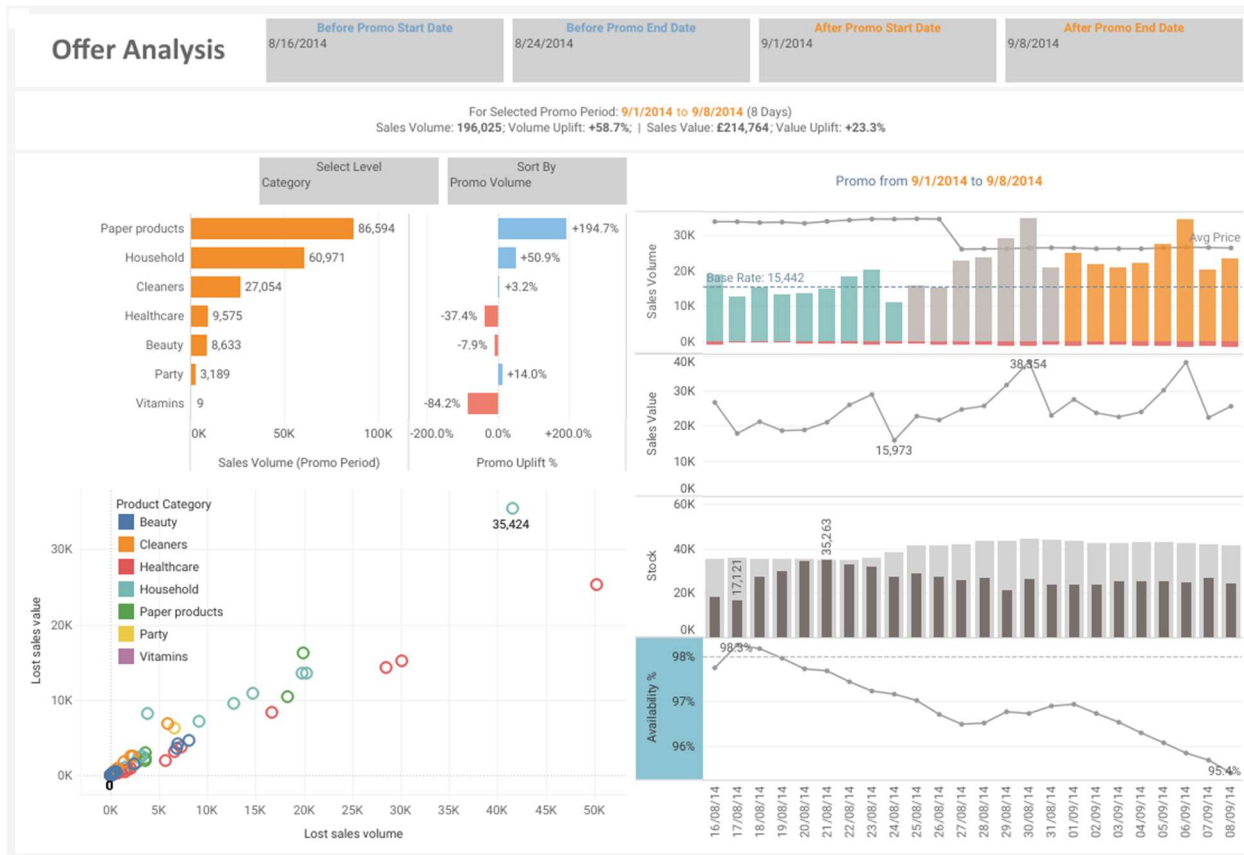
Designed and Developed by
Artificial Intelligence and Analytics Team
A for Analytics

Contact

jenny@aforanalytic.com

USA +1 760 284 3322

Sales Analytics –Promotional Analytics Dashboard



INDUSTRY

Retail

DEPARTMENT

Executive Leadership and Sales

LOCATION

USA

Problem: The customer has different wide variety of products would like to compare the product sales with offer and without providing offer to the item to see the demand in general customers. Company would like to see both the data in same page to compare it and get insight that makes future production demand.

Pain Points:

- Blend data from different systems to generate single dashboard to have segment from two levels.
- Compare the sales and volume of products sliced by different Category and levels.
- Share and collaborate with users to understand the effectiveness of the business strategy.

Approach:

The customer reaches out to A for Analytics to solve several major problems that they have in existing system. We have followed the approached

- Came up with a modern one store system with less maintenance for all reporting needs.
- Approach the problem with standard approach and automated it.
- Cost effective solution for the organization.
- Well documented calculations for each metrics and tested.
- Well Designed Report to able to understand business strategy for Before VS After Promo code share.

Solution:

- We have consolidated the records from different Products and keep in one store for reporting purpose.
- We provided filters to before promo date and Filters for After Promo date to provide dynamic date to compare against.
- Using the dashboard can find Sales Volume, Promo Uplift % filtered by the period.
- Using the dashboard they can find Lost Sales Volume and Value for different category. Next time, they can add new product category to promo stage to increase sales volume and sales value.
- A for Analytics also provided the comparison of Four different Metrics in a single dashboard to see the demand of the product on future sales. Such metrics are Sales Volume, Sales Value, Stock of the product and Availability % which is filtered by Promo date.

Technology:

- Amazon Web Service
- Tableau Desktop
- Tableau Server

ABOUT A FOR ANALYTICS.

A for Analytics is one of the leading Analytics and Artificial Intelligence company on planet earth transforming Business, Operations and Technology models for small, Medium and Large scale Industries. Our approach helps the client's to focus only on Business not on technology that A for Analytics would be taking care of. A for Analytics helps clients at www.aforanalytic.com

India Operations Headquarters and Research Center

Olympia Tech park,
Guindy Industries Estate,
Chennai - 600032,

India

USA +1 760 284 3322

India +91 7010947442

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