

# Integrated dashboards to get insights on the fly for a leading CPG company

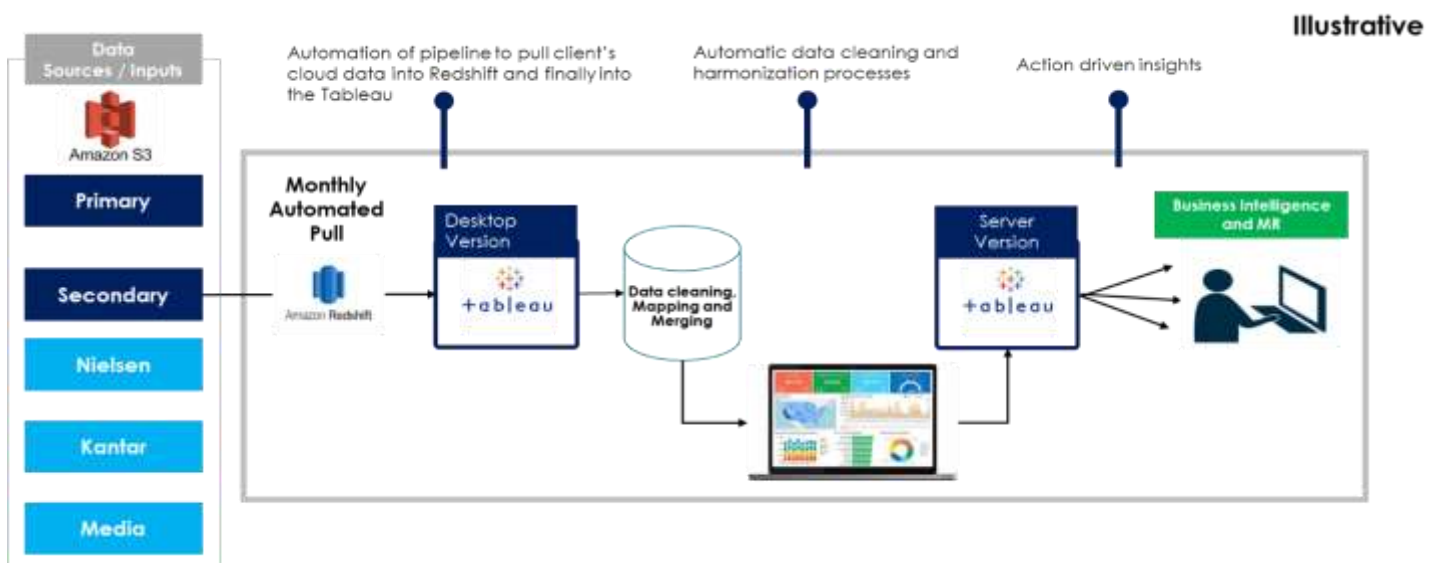
## Introduction

Our client, a leading food and beverages company, was facing challenges in making critical business decisions quickly due to lack of sales and marketing insights. Client wanted to build dashboards with advanced analytics capabilities to see the overall performance of the company and understand how different components of revenue, sales, and media are interacting with each other at the most granular level.

TransOrg Analytics built integrated brand health dashboards to act as a single source of truth and provide insights on the fly to the corporate leaders.

## Solution

TransOrg developed the solution by using the mix of AWS components and Tableau as illustrated below:



The dashboards were created for 124 corporate users (Marketing, Branding, Sales & C-Level) and 1000+ product distributors at corporate level.

The dashboards were made to monitor ~15 KPIs and also had below features:

- Functionality to deep dive and analyse own and competitor brands/ segments.
- Visualization across:
  - Time-periods (month, quarter and year)
  - Brands (segments, sub-segments, product groups)
  - Locations (states, regions and National)

# Impact



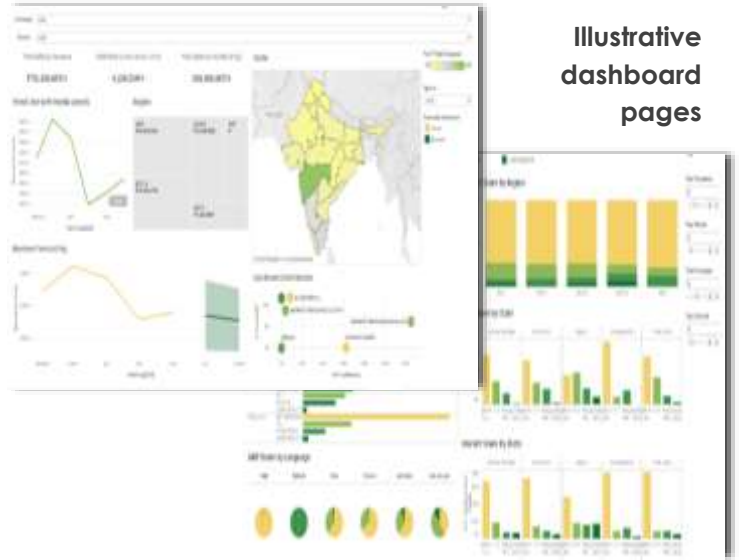
Critical business insights  
at fingertips



Identified patterns to  
improve returns



Quick decision making &  
Turn Around Time (TAT)



Integrating primary data, secondary data with different components of revenue, sales, and media at a single platform helped the client to eventually prepare data for advanced analytics solutions such as price analytics, demand forecasting etc.

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