IMPLEMENTATION OF SECONDARY SALES ANALYTICS FOR A LEADING BEAUTY, HEALTH & WELLNESS SOLUTIONS PROVIDER, POWERED BY AMAZON WEB SERVICES

SUCCESS STORY

ENGAGEMENT:
Project

INDUSTRY:
Beauty, Health and Wellness

OFFERING:
Microsoft Azure
Services and Power BI

CUSTOMER OVERVIEW

The customer is an Indian multinational beauty, health & wellness solutions provider. It specializes in scientific weight management solutions, skin and haircare treatments, beauty services and personal care products. They have among the largest scale and breadth of operations within the beauty and wellness services industry in India, serving consumers over 326 locations in 153 cities and across 11 countries in South Asia, South East Asia, the GCC Region and East Africa.

IT LANDSCAPE:

WORKLOADS:

- Sales Force Automation (SFA) Platform for on-field order booking
- DMS synchronized with a centralized Console Database
- MS SQL Server Database

KEY BUSINESS CHALLENGES:

- The analysis and reporting system they were using was based on MS SQL Server database which limited the ability to run complex analysis and queries on huge datasets.
- Earlier they were generating consolidated reports and do not have self-service BI capabilities to view data interactively in form of visualizations and achieve valuable, actionable insights on Sales Performance by:
  o Product Hierarchy
  o Sales Hierarchy
  o Distribution Hierarchy
  o Regional Hierarchy
  o Time and other dimensions.
- To analyze top salespersons across Geographical Hierarchy (Based on productivity %).
- To analyze top Reasons for cancellation of orders.

SOLUTION:

- We implemented a completely cloud-based analytics solution powered by Amazon Web Services and Power BI.
- The solution leveraged the following services:
  o SQL Server Integration Services (SSIS) Job – to reliably move sales data from the centralized console database to RedShift.
  o AWS RedShift – to run complex queries across huge datasets and derive insights.
  o Power BI – for interactive visualizations with self-service business intelligence capabilities and delivery of insights derived from AWS RedShift.

HIGH-LEVEL SOLUTION ARCHITECTURE
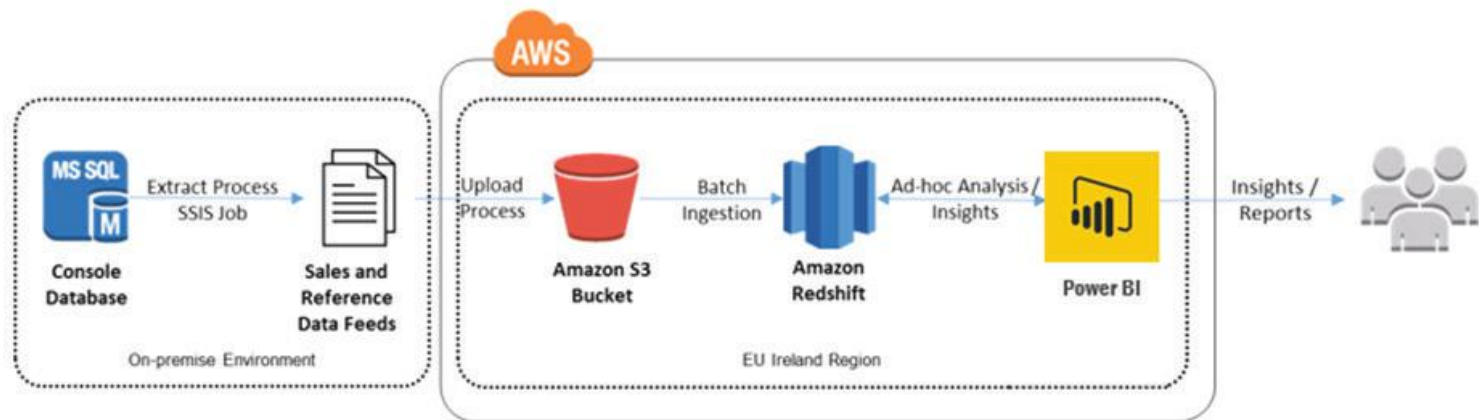
BENEFITS

- Gained ad-hoc analytics capabilities using self-service BI tool – Power BI.
- Gained ability to run complex queries on 2 years of historical Sales data spanning across 6 Million records.
- The customer could easily analyze sales by product hierarchy, sales hierarchy, distribution hierarchy, geographical hierarchy, time and other dimensions.
- Detailed analysis of performance of salespersons.

ABOUT PROGRESSIVE INFOTECH

Trusted IT partner since 1998, Progressive Infotech provides a comprehensive suite of transformation and support services. The offerings span across cloud, digital and support operations, delivered through a matured and scalable service delivery model. In every client engagement, Progressive ensures clients realize higher ROI, stretch the intrinsic value of existing IT investments and are better prepared for emergent market changes.

Gartner lists Progressive Infotech as a notable vendor in Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide 2018- Asia/Pacific Context.

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