

CASE STUDY

SALES OPERATIONS DATA WAREHOUSE

The Challenge

QUICKLY INTEGRATE DATA SOURCES TO SUPPORT PRODUCT LAUNCH ACTIVITIES

The client, an emerging pharmaceutical company, had an exciting new product launch close at hand.

The business needed a method to quickly analyze data across multiple data sources in order to monitor supply chain logistics, target customers, as well as direct and measure the effectiveness of sales initiatives.

A key imperative was to reduce the amount of effort required to compile and analyze data across over 20 incoming data sources.

FEATURES & BENEFITS

- Cloud-hosted, SQL Server-based Data Warehouse reducing infrastructure.
- Quick Start Data Load Framework, so that no manual effort is needed to load, compile and cleanse data.
- Reporting is securely available via Power BI dashboard or Ad Hoc query, improving insight into sales progress.

The Solution

CLOUD-HOSTED DATA WAREHOUSE WITH DASHBOARD REPORTING

Aspect was engaged to provide the solution.

Centralized Data Warehouse: Aspect designed and implemented a SQL Server-based data warehouse with master data management and automated data load processing to load and store all the incoming data sources in structures designed for efficient retrieval.

BI Reporting: Aspect used Microsoft's Power BI platform to implement visually appealing dashboards for order, warehouse, and sales goal tracking.

Ongoing Environment Support: Aspect supports the DWH environment, resolving vendor data issues, onboarding new sources and supporting advanced analysis activities.

The Advantage

IMPROVED INSIGHT INTO SALES EFFECTIVENESS

Fully Scalable, Supported DWH Environment: All data is automatically loaded, cleansed, and stored in a SQL Server data store, and refreshes daily, and the environment can easily scale as the client's product pipeline matures and data needs grow. Aspect provides environment support on an ongoing basis.

Elimination of Manual Effort: No manual effort is required to compile or merge data and produce reports. Reports are automatically distributed via email and easily and securely accessible from the Power BI portal.

Improved Analytical Capabilities: Dashboard reporting, supported by DWH data gives consumers immediate insight into sales and supply chain trends, allowing the business to act more quickly and decisively. Aspect experts are available on demand for or any advanced analysis requests.