

# CASE STUDY

## EXECUTIVE DASHBOARD REPORTING

### The Challenge

#### ELIMINATE WEEKLY MANUAL DATA COMPILATION AND PRODUCTION OF EXECUTIVE REPORTING

The client, a pharmaceutical company focused on developing and commercializing specialty medicines, needed to reduce the amount of effort spent to produce key reporting across multiple business units.

Multiple resources were manually pulling together sales, financial, supply chain, quality and regulatory information from disparate data sources on a weekly basis, and even more resources were tasked with producing reports for weekly executive team review.

#### FEATURES & BENEFITS

- Eliminated hours of weekly manual effort compiling & distributing reports
- Added secure and seamless access to reporting across business units from one location.
- Simplified cross departmental analysis, leading to better decision making.

### The Solution

#### ESTABLISH A CENTRALIZED & SECURE REPORTING PLATFORM AND DEVELOP DASHBOARD REPORTING

The client had invested in the tools needed to develop dashboard reporting but lacked the resources and BI expertise to execute the project.

**Data Centralization:** Aspect collaborated with stakeholders to centralize data in a reporting repository.

**Dashboard Design:** Next, Aspect reviewed current metric needs with the client, and recommended the best first look metrics across business units, producing a design storyboard of each dashboard for confirmation.

**Dashboard Development:** To provide a seamless user experience, Aspect leveraged Tableau to build the dashboard reporting, delivering seven dashboards representing each key business unit, as well as an initial landing dashboard combining key first look metrics across business units.

### The Advantage

#### AUTOMATED DASHBOARD REPORTING IMPROVES EXECUTIVE INSIGHT ACROSS BUSINESS UNITS

**Hours of Manual Effort Eliminated:** Report data is stored in a SQL Server database and refreshed daily. Users view dashboard data via the Tableau interface in real-time, with no more manual weekly data pulls or manual report compilation and distribution.

**Secure Seamless Access to Critical Data:** All dashboard metrics and drill downs are available via the Tableau interface, with only allowable users able to access, view, and export data.

**Improved Analytical Capabilities:** Key financial figure and metrics, as well as trending graphs from each business unit are shown side-by-side, making it easier to identify sales trends related to specific business initiatives or events, ultimately leading to better impact analysis and better planning and decision making.