

DATA ANALYTICS PLATFORM

Improving the flow of
information and insights for
C-level executives

CASE STUDY



ABOUT THE CLIENT

A global, privately held company that creates and distributes beauty products and personal care accessories was looking for a BI solution to monitor financial KPIs and put executive dashboards and reporting in place for enabling faster decision making and future planning. The existing reporting system they had in place was time consuming and the business experienced issues with the consistency of data and duplication of effort.

THE CHALLENGE

Meeting the company's financial reporting requirement was challenging, time consuming and labor intensive for the finance team of this wholesale retailer. Monthly close would take up to couple of weeks. This involved manual manipulation and consolidation of data from various sources. The company ERP system lacked built-in financial tools as general ledger and associated financial data. Consolidating the numbers at brand level and reporting the variance with respect to Budget and Forecast had been a huge challenge for the client.

WHAT WE FOUND

The client's finance department sought a solution from us that would improve the quality and efficiency of accessing, reporting and analyzing financial information



Equip the finance group with self-service reporting with the ability to define alternate hierarchies for reporting.



Enable automatic and secure distribution of operational and management reports to over 70 recipients.



Refresh data once every 2 hours during month end close.



Build scorecard reports which are richer in detail and complexity than standard reports currently built.

**ENABLING FASTER DECISION MAKING AND
FUTURE PLANNING FOR A RETAIL BRAND**



OUR SOLUTION

The solution was targeted towards improving delivery performance, cut costs and discover trends and opportunities.



- 1 Scorecards at customer level, brand level, category level by MTD, QTD, YTD
- 2 Sales scorecards, Profitability scorecards and Customer scorecards.
- 3 Ability to compare financial and sales performance over different time periods
- 4 Financial reporting – ability to see the variability between budgeted and forecast data
- 5 Scorecard for inventory – current orders, future orders
- 6 Efficient inventory management (ABC and XYZ analysis) by bringing attention to most profitable and most frequently purchased products
- 7 Automated reports delivered to the right people on a daily basis with the most current data available





RESULTS ACHIEVED

Zura Labs implemented a powerful dimension management software tool with an easy to use, web-based user interface that enables flexible management of data structures, relationships and attributes in a shared view. We designed and implemented EDW solution to consolidate data from various sources and store data in dimensional structures

User-friendly graphical user interface (GUI) and drag-and-drop tool that allows **finance department users** to easily create, modify and control hierarchies and perspectives on a self-service basis

A transparent, fast, flexible and automated processes for **extracting and loading** data

Automatic and secure report distribution to over 70 recipients **took minutes instead of days** to accomplish. Each recipient's report is customized and includes a unique set of customer/brand depending on their level of access

High performance ad-hoc **analysis and report development** is enabled. A simple report definition table drives aggregation and formatting

Reporting tools and sophisticated **interactive dashboards** that facilitate collaborative decision making

Improved **stock management**: predict demand and be in control of required lead times for stock deliveries

Identifying trends and **potential bottlenecks** in historical, current and future orders

Gain margin/profitability visibility across customers/product/product groups/regions to **increase gross profit**

Prepare for seasonal fluctuations, **anticipate lead times**, avoid stock outs of most popular and profitable products

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