

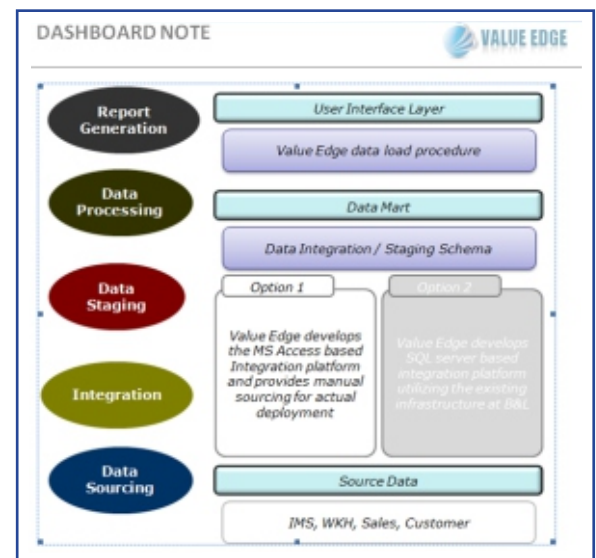
Sales Performance Reporting is critical for organizations to make strategic decisions based on insightful and actionable information. Diverse and voluminous data used to filter this information makes it very frustrating for the organization if not done the correct way. There is also the risk of tracking incorrect information. The need for thoughtfully chosen performance indicators and an efficient process to generate these reports are indispensable.

The Challenge:

The Business Analytics Region Group Head of a top 5 pharma company was finding it difficult to select insightful sales performance indicators that could be used across 7 different countries of the region. The client wanted actionable information about the product sales performance in the changing market scenario. The challenge was also in integrating sales data from various global as well as local data vendors and to automate the report generation process. The client was concerned how these diverse data sources and the analysis of this huge volume of data to calculate the chosen Key Performance Indicators (KPIs) could be done without missing on immediate deadlines. It also wanted to make sure that there are no inaccuracies because of volume and complexity of data involved.

Value Edge Solution:

Value Edge held discussions with individual stakeholders from all the countries of the region to understand the KPIs that they had been using historically. A comprehensive list of unique KPIs used across countries was prepared. The data analytics team of Value Edge proposed relevant KPIs and ideas to maximise the value of the dashboard. The Value Edge team also added to the list some more KPIs which suited the market conditions of the region based on their vast experience in the analytics area. Value Edge proposed and facilitated a meeting with all the stakeholders together to go over this KPI list to get client's feedback and then freeze the commonly agreed KPI list. After finalizing the KPI list, the same process was followed to decide the type and structure of the reports. This was done to achieve standardization across geographies.



Value Edge's Dashboarding team then brainstormed to design an automated VBA based solution that could be used by the client to generate their monthly/quarterly reports. Our implementation followed a 5 step disciplined report approach to monthly data refreshes and report generation. We used MS Access as a data mart and manual processes for data load. The data mart addressed the overall standardisation, quality and integration needs of sales and marketing data. This is illustrated in the schema above.

The team made sure that solution is designed and written in a way to make it very flexible in terms of changing business needs (increasing/decreasing no of competitors, adding/removing product(s) from the product list, changing market definitions) and at the same timekeeping the performance high in terms of report generation time. The team also ensured that the user interface and the graphic representation of information was very intuitive and easy to follow. A quality checklist was prepared to make sure that all the outputs appearing on the report was error free.

Value to Client:

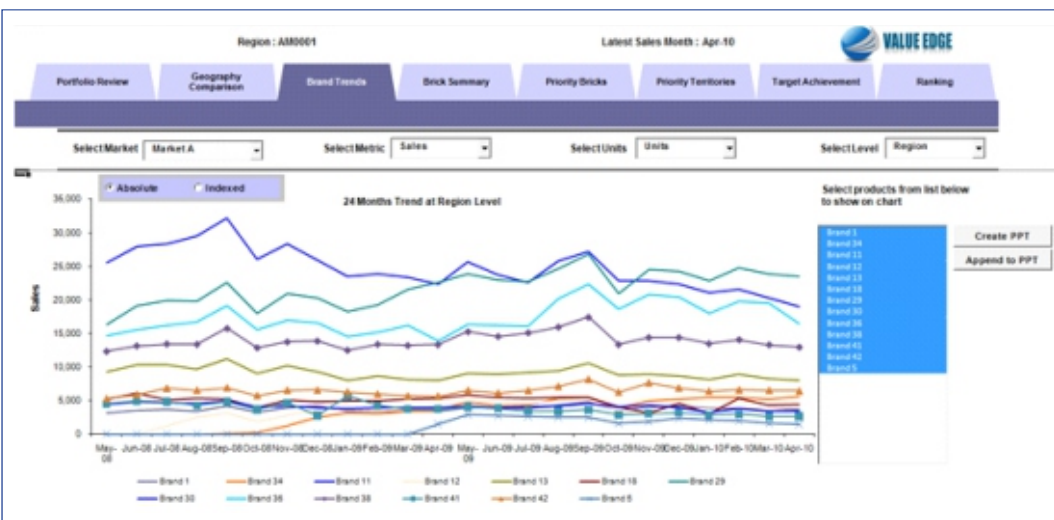
The standardized and thoughtfully chosen KPI list helped the individual franchises get better and actionable information of the product sales performance. The VBA based automated report generation solution enabled the client to significantly reduce the report generation effort and cost. Better visual representation of the performance data made it easy for the brand managers to gauge the product performance just by looking at the reports. Robust solution design also ensured that the solution is flexible enough to accommodate future changes.



Choosing the correct KPIs for Sales Performance is the most critical part of Sales Performance Dashboarding.

Companies can't afford to monitor information which is either irrelevant or not actionable in changing market scenario. Intuitive report structure and automated report generation process can make the analytics organisation within a company a happy unit. Value Edge helped the client in all these areas to make the engagement a satisfying experience for the client.

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