Decoding Revenue Realities with PowerBI

Business Objective

- One of the primary objectives of the proposed solution was to consolidate scattered data from various sources into a unified dashboarding platform.
- The solution necessitated the display of Revenue Delta across categories such as Open, Wins, Loss, and Opportunities.
- Additionally, the solution sought the capability to visually represent the revenue impact based on Territory, Product Type, and Probability.
- From the perspective of the Sales Team, the solution aimed to facilitate a comparison between Commercial Success and Financial Success.
- The business sought to streamline Revenue Forecast Analysis for Wins and Opportunities, incorporating diverse comparison metrics while upholding data quality and optimal data governance practices.
- Leveraging the Dashboarding solution, the business aimed to gain a deeper understanding of revenue impact and pinpoint areas of financial loss for informed decision-making.

Client

- Our client is a bioanalytical toxicology laboratory, well recognized for its esoteric clinical and forensic services. They are known to actively respond to the needs of healthcare providers, medical researchers, coroners, and the criminal justice system with their high-quality and state-of-the-art tests.

Industry

- Medical Services

Function

- Finance Controlling, Sales Analytics, Customer Data Analytics

Technology

- Power BI

The Solution

- Leveraging Power BI's Data Connectors to harmonize our data, our team systematically addressed various requirements:
- **Commercial Success vs. Financial Success:** Crafted reports and dashboards comparing our commercial and financial success, providing YTD data for a comprehensive business assessment.
- **Revenue Impact Analysis:** Engineered dashboards showcasing the impact of Open, Won, and Lost Opportunities, delving into revenue insights across dimensions like New Business, Territory, Product Type, and Probability.
- **Loss Analysis:** Implemented a solution for scrutinizing losses, pinpointing reasons based on Territory, Product Type, and Probability, and generating precise reports.
- **Data Quality and Cleansing:** Ensured data quality by meticulously cleaning and validating data from multiple sources, implementing robust data governance for sustained accuracy and consistency.

Outcomes and Benefits

- **Efficient Data Processing:** Streamlining the end-to-end process, Azure Pipeline handles extraction, SQL manages transformation, and automated data extraction to Power BI guarantees real-time updates.
- **Time-Efficient Processes:** Slashing data refresh time from 7 hours to 6-9 minutes enables rapid access. Automation empowers the financial team with KPI-driven dashboards.
- **Improved Decision-Making:** Swift access to analyzed data facilitates timely, data-driven decisions and optimizes commercial and financial strategies.
- **Scalability and Performance:** Seamless automated processing scales for additional sources and data volumes, achieving 50-70 times faster performance ensures responsiveness.
- **Data Integration and Centralization:** Establishing a centralized data warehouse creates a single source of truth.
- **Automated Analytical Solution:** The solution supports informed decision-making and requires no manual intervention.
- **Performance Optimization:** Techniques like summarization and query folding ensure optimal dashboard performance.
- **Data Refresh:** A scheduled data refresh keeps the dashboard current with the latest data.