

## Challenges

One of our retail clients, which manages around 4.5 million goods flows daily, had a homegrown data-reporting dashboard built around various data assets such as stores, franchises, marketplaces, customers, products, and suppliers. Although the Clients system leveraged guided navigation and storytelling for 300 internal users, their legacy reporting tool included a lot of manual work and checks/balances that had a lot of drawbacks and was time-consuming.

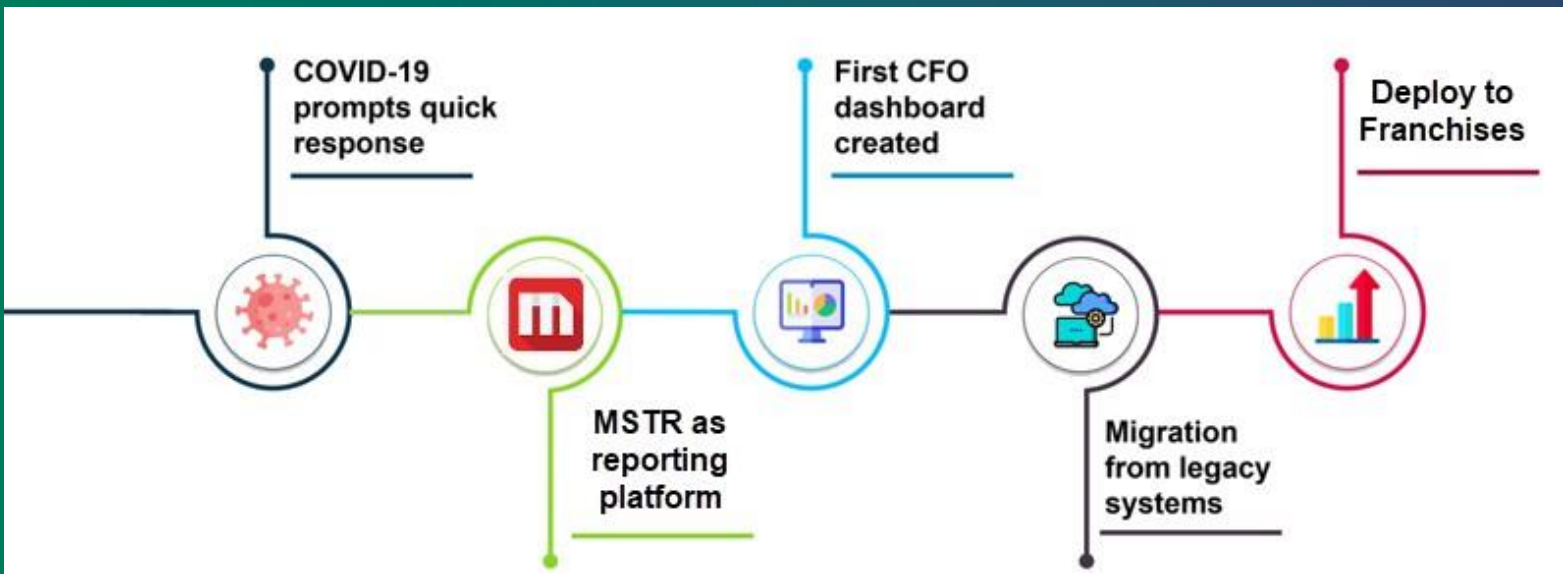


## Requirements

As the business evolved rapidly, our client was determined to do more with less by providing predictive analytics with quick and smart results. The CFO needed a centralized location to access critical data and insights to inform present and future strategic financial decisions and improve overall efficiency and effectiveness.

We successfully utilized the entire technology stack (UI Path, Snowflake, MicroStrategy, POS, JDA & workday) to create a one-stop shop for financial data called the Department Flash App (DPFC), providing massive data impact for their company.

In six weeks, the new DPFC App reported successfully merging all legacy data from the homegrown reporting environment, plus more internal and external data not yet housed in the warehouse, into the new DPFC App.



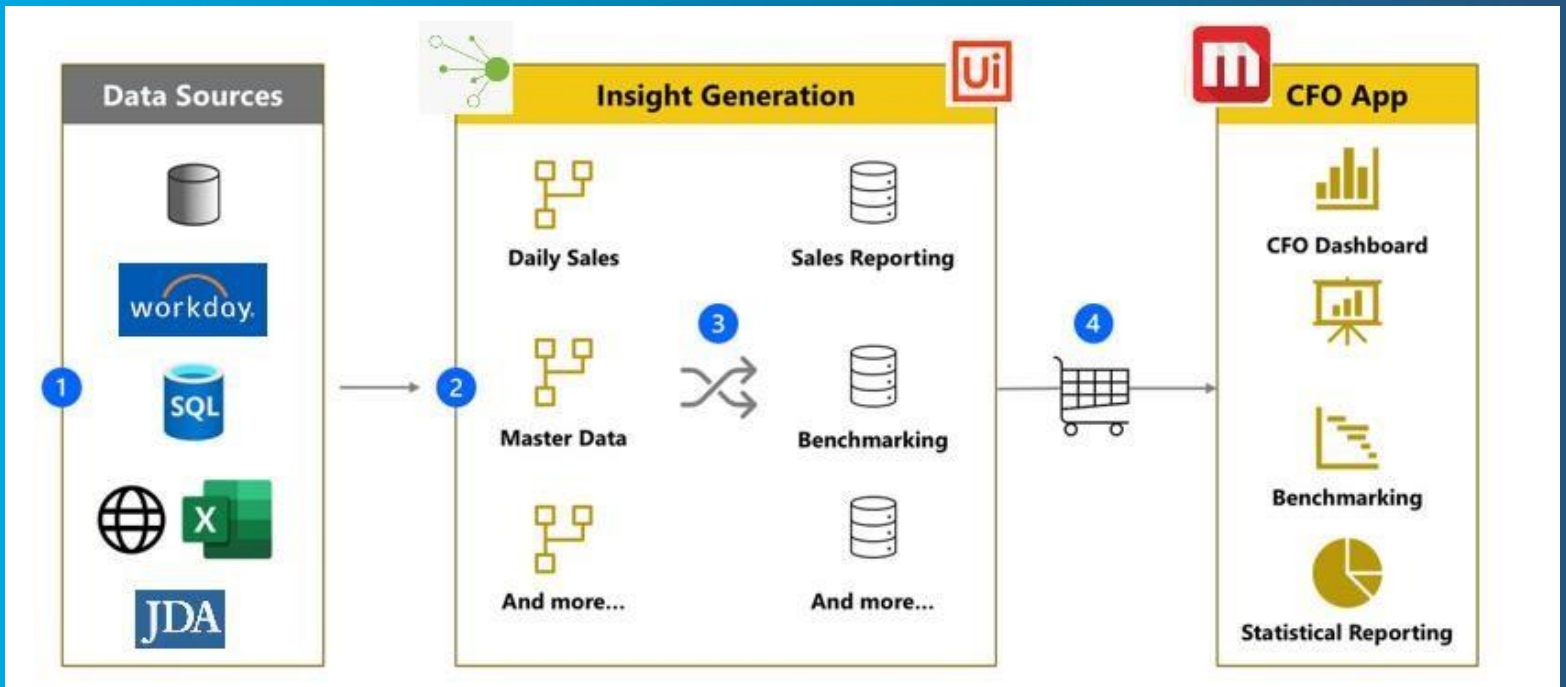
The timeline for solution discovery, implementation, and results.

The main source of data being fed into the DPFC App is Snowflake, the client's corporate data warehouse, as well as external sources and formats—the web, SQL Server, Excel, external Feeds, and flat files—which all funnel into Microstrategy Intelligent Cubes to enable sub-second responses.

This DPFC App has 25 separate data sources to enable automation. Talend extracts information and loads it into the Snowflake warehouse to provide users with targeted insights.

This modular approach saves a significant amount of time in development while the architecture ensures consistent data across all datasets.

Robust dataflows enable enterprise wide automated reporting.



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All insights are published into the DFPC (Department Flash App), which currently includes four reporting packages:

1. CFO Dashboard provides a holistic overview of steering relevant KPIs.
2. Market events or promotional activities that summarize a campaign.
3. Benchmarking Report that compares RM/DMs with peers and the Company.
4. Statistical reporting.

The CFO Dashboard summarizes the 20 most relevant KPIs on a single screen. Traditionally, this information was provided in numerous Online or manually created Offline reports. Combining all the information into a simple, easy-to-read dashboard saves time for those previously creating the reports and those consuming them. In addition, the deployed solution can be viewed on multiple devices (Web, iPhone, iPad, and Android)

All KPIs are previewed in titles using numbers and colors to highlight YoY%. This creates a comprehensive overview in which the user can easily spot developments. For example, the green numbers indicate that profitability, as well as cash and liquidity KPIs, are on track. In sales, the red numbers easily indicate there's a negative variance compared to the forecast as well as a decline compared to the previous year.

To have a closer look and to get a better understanding, users can drill down on data by clicking the relevant area, such as sales. This action brings up a specific report that shows the granular details of the KPIs and drivers. The sales report opens instantaneously and provides a root-cause analysis of the variance shown in the dashboard.

Daily Performance Flash by Channel						Revenue	Demand	Yesterday	Reporting Date: July 28, 2023	Yesterday [ 07/28/23 - 07/28/23 ]
<b>TOTAL RETAIL SALES</b>	<b>MARGIN\$\$</b>	<b>MARGIN%</b>	<b>PB SALES \$</b>	<b>DIVISION 1</b>	<b>DIVISION 2</b>					
<b>\$3,095</b>	<b>\$1,590</b>	<b>51.4%</b>	<b>\$801</b>	<b>\$1,383</b>	<b>\$1,711</b>					
%FC: -4.6% %PL: -5.0% %LY: -4.5% %COMP: -2.9%	%FC: %PL: -10.3%	%FC: %PL: %LY: -336.2	%FC: 7.4% %PL: 6.8% %LY: -0.0%	%FC: -3.4% %PL: -8.5% %LY: -8.1%	%FC: -5.0% %PL: -1.9% %LY: -1.3%					
<b>STORE SALES</b>										
<b>TOTAL STORE SALES</b>	<b>MARGIN\$\$</b>	<b>MARGIN%</b>	<b>PB SALES \$</b>	<b>DIVISION 1</b>	<b>DIVISION 2</b>					
<b>\$2,621</b>	<b>\$1,377</b>	<b>52.5%</b>	<b>\$701</b>	<b>\$1,187</b>	<b>\$1,434</b>					
%FC: -7.3% %PL: -8.2% %LY: -8.6% %COMP: -6.9%	%FC: %PL: 55.0%	%FC: %PL: %LY: -247.0	%FC: -6.0% %PL: -6.5% %LY: -2.4%	%FC: -4.7% %PL: -9.9% %LY: -10.3%	%FC: -9.4% %PL: -6.8% %LY: -7.2%					
<b>DIGITAL SALES</b>										
<b>TOTAL DIGITAL SALES</b>	<b>MARGIN\$\$</b>	<b>MARGIN%</b>	<b>PB SALES \$</b>	<b>DIVISION 1</b>	<b>DIVISION 2</b>					
<b>\$474</b>	<b>\$212</b>	<b>44.8%</b>	<b>\$100</b>	<b>\$196</b>	<b>\$277</b>					
%FC: 13.7% %PL: 18.2% %LY: 27.6% %COMP: 27.6%	%FC: %PL: 8.5%	%FC: %PL: %LY: -788.5	%FC: %PL: %LY: 20.6%	%FC: %PL: %LY: 7.8%	%FC: %PL: %LY: 46.7%					
<b>TOTAL SALES</b>	<b>MARGIN\$\$</b>	<b>MARGIN%</b>	<b>PB SALES \$</b>	<b>DIVISION 1</b>	<b>DIVISION 2</b>					
<b>\$287</b>	<b>\$112</b>	<b>39.1%</b>	<b>\$57</b>	<b>\$87</b>	<b>\$200</b>					
%FC: 17.4% %PL: 45.4% %LY: 86.8%	%FC: %PL: 45.3%	%FC: %PL: %LY: -1,116.8	%FC: %PL: %LY: 62.8%	%FC: %PL: %LY: 28.0%	%FC: %PL: %LY: 133.4%					
<b>TOTAL SALES</b>	<b>MARGIN\$\$</b>	<b>MARGIN%</b>	<b>PB SALES \$</b>	<b>DIVISION 1</b>	<b>DIVISION 2</b>					
<b>\$155</b>	<b>\$84</b>	<b>54.2%</b>	<b>\$35</b>	<b>\$96</b>	<b>\$60</b>					
%FC: 23.8% %PL: 12.6% %LY: -4.8%	%FC: %PL: -7.7%	%FC: %PL: %LY: -168.3	%FC: %PL: %LY: -5.1%	%FC: %PL: %LY: -6.1%	%FC: %PL: %LY: -2.8%					

**The Drill-down visual of critical insights relating to sales performance.**

Additionally, by hovering the mouse over certain areas within the dashboard, users can access enhanced analysis and more detailed level views.

After a few intuitive interactions by the user within the DPFC App, it enables a meaningful analytical flow starting from a top KPI to the root causes. Users appreciate the ability to obtain precise information on challenges early. With early detection there is more time to understand root causes, select the correct course of action, and make better-informed decisions.

The DPFC provides a single location for the CFO and the direct reports to analyze the critical financial information of the company, and several other finance employees utilize the app to achieve goals in their specific areas of ownership. Additional dashboards in the CFO view incorporate certain AI capabilities, such as a decomposition tree used to analyze data further.

# Speed insight saves time and drives greater financial effectiveness.

One of the most significant business impacts our client has experienced is in the form of time savings. Data are instantaneously loaded Daily and Monthly (Plan & Forecast). Since the client automated this loading process, there is essentially no delay from the data warehouse.

With data unified and centralized in a single source of truth, the DPFC more than meets the CFO's data reporting needs. Additionally, enabling the same data usage has eliminated confusion or arduous discussion of which data are accurate.

Finance professionals now have time to care for insight generation, help develop countermeasures, and discuss those with the CFO. Questions that surfaced in those meetings are addressed and answered immediately there is no need to go back to the analysts to prepare for and discuss those in the next board meeting.

## SCHEDULE A CALL WITH ONE OF OUR EXPERTS TODAY!

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