

Case Study – Business Analytics – Sales & Marketing Function

Note: Client Name is not mentioned, and sensitive areas of the Dashboards are masked/stroked off since we have NDA with Clients



Geography: India

Industry Vertical – IT & ITeS

Industry Leading IT Systems Integrator with 25+ OEM Partnerships, wants to accelerate their Revenue. Since last 7 Years their Revenue is almost plateaued. They want to review the current GTM model and have a robust mechanism to ensure growth. After various rounds of vendor evolution, chooses SPlus Consulting to analyse their current GTM and put in place a robust review mechanism to take timely decisions.

The key challenge was to **collect data from various Sources and Format, then Analyse which BU and OEM is giving consistent profitability**. Identify the market and individuals that needs focus to ensure consistency and growth. SPlus Consulting was chosen for its ability to understand the client requirement and provide the right Data Analytics Solution.

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Challenge

- Multi-site operation – 7 Locations
- 1 Licensed Tool, 1 inhouse developed Tool and Manual Files producing Data in different Formats.
- 9 Departments and each Department want customized Dashboard for decision making.
- Each OEM having different Sales Calendar and producing Reports, accordingly.



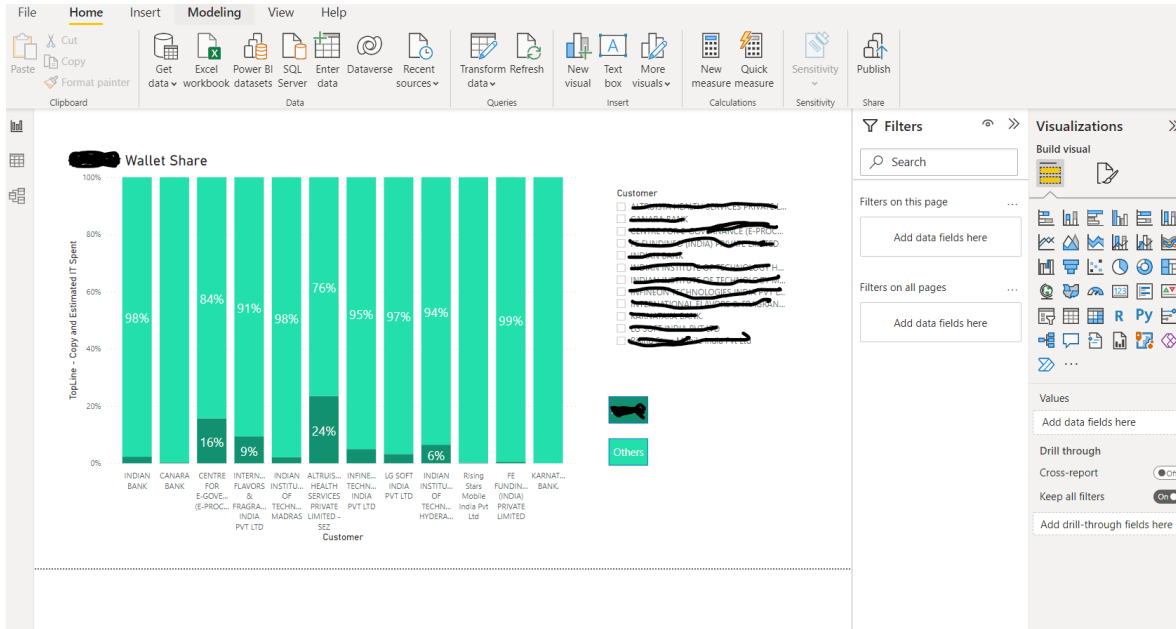
Solution

- SPlus Consulting conducted interviews with stake holders from each Department.
- Understood end-user requirement and developed a Data Story telling Solution – Dashboards.
- Did DI/DQ audit and made ETL Process.
- Recommended the right Tool for Enterprise Business Analytics, also optimized the number of Licenses.
- Weekly Dashboard Automation done for each Department

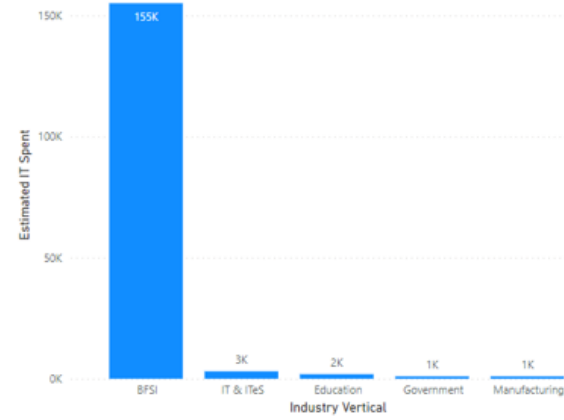


Benefits

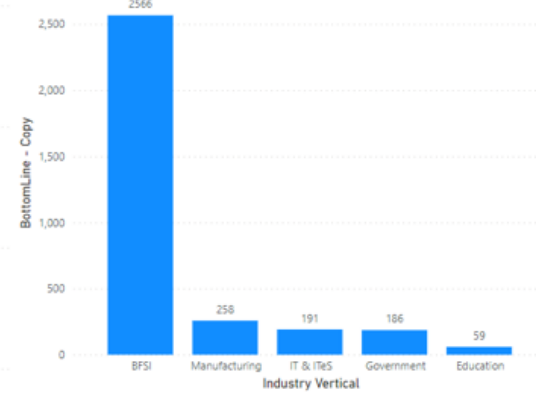
- Time spent for Review Report Preparation was reduce to almost nil, helping Team Leads to focus on market coverage activities.
- Removed perceptions and data driven reviews helped Managers to Focus on key OEMs.
- Overall employee morale went up since they felt that Data driven decisions are taken by their supervisors.
- Organisation moved to Self Service mode in 6 months and that gave significant reduction in TCO
- 20% increase in Revenue



Estimated IT Spent by Industry Vertical



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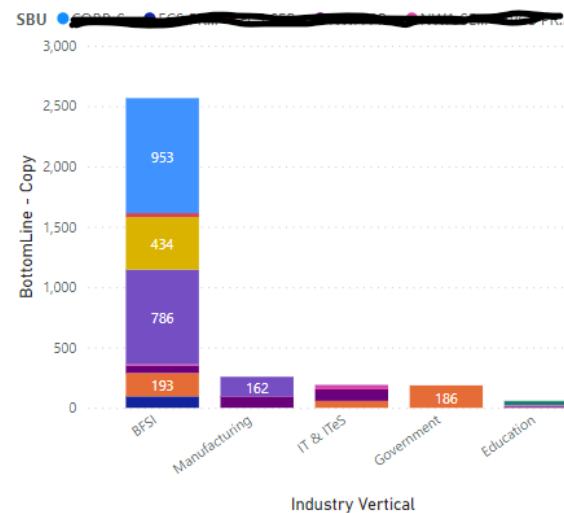


The above Graph shows the estimated IT spent of given set of accounts, segregated as per Industry

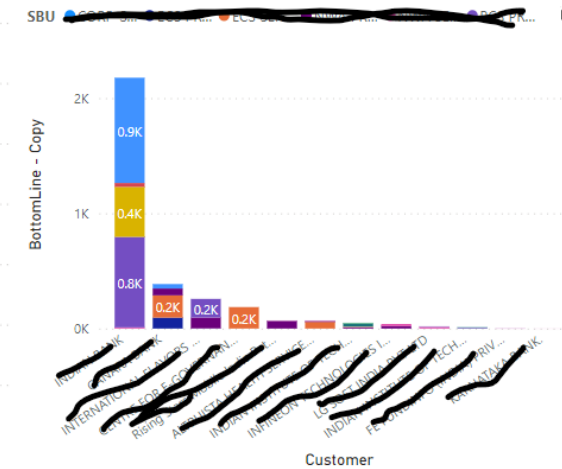
Department	Department	Department	Department	Department	Department	Department
> 100%	> 100%	> 100%	> 100%	> 100%	> 100%	> 100%
4.23%	24.64%	26.03%	0.00%	15.91%	14.22%	20.90%
80% - 100%	80% - 100%	80% - 100%	80% - 100%	80% - 100%	80% - 100%	80% - 100%
14.29%	22.24%	19.41%	11.36%	12.50%	21.69%	10.73%
< 80%	< 80%	< 80%	< 80%	< 80%	< 80%	< 80%
81.48%	52.96%	54.57%	88.64%	71.59%	64.09%	69.07%

Work Location	Work Location	Work Location	Work Location	Work Location	Work Location	Work Location
> 100%	> 100%	> 100%	> 100%	> 100%	> 100%	> 100%
0.00%	18.26%	15.49%	22.36%	13.82%	18.31%	
80% - 100%	80% - 100%	80% - 100%	80% - 100%	80% - 100%	80% - 100%	80% - 100%
12.50%	18.17%	12.78%	19.86%	16.23%	13.55%	
< 80%	< 80%	< 80%	< 80%	< 80%	< 80%	< 80%
87.50%	63.57%	71.70%	57.61%	69.95%	68.15%	

BottomLine - Copy by Industry Vertical and SBU



BottomLine - Copy by Customer and SBU



Coverage & Compliance

Division ▼

All ▼

Role Name ▼

All ▼

Region ▼

All ▼

HQ ▼

All ▼

Emp Name. ▼

All ▼

Name	Jan Visit Count	Nov Visit Count	Oct Visit Count	Dec Visit Count	
ALOK SULTANA	2	0	0	1	
ASHISH SACHAN	2	2	2	2	
NEERA SINGH	2	2	0	0	
R. SHRAWAN KUMAR	6	1	3	2	
SRIHARI RAYALLU VEMNA	10	1	1	4	
V. NALLIN	2	0	1	0	
V. DIVYA LATHA	2	0	0	1	
A. LAGANATH	4	0	1	2	
A. NAVELI	1	1	1	1	
A. RAJKUMAR	4	0	2	3	
A. SRINIVAS	4	0	1	2	
A. A. ANSARI	3	1	2	4	
A. A. HACHIMI	3	0	0	1	
A. A. HOSANGBI	11	2	7	8	
A. A. JOHN	9	1	3	2	
A. A. KALE	4	0	1	4	
A. A. MEHRA	4	0	1	1	
A. A. MUMTAZ	1	0	1	1	
A. A. PAGA	2	0	1	1	
A. A. PATHAN	4	0	2	4	
A. A. RAJ	4	0	0	0	
A. A. SHAIKH	4	1	2	3	
A. A. SINGHTA	2	0	0	1	
A. A. ADAK	4	1	2	2	
Total	212167	36925	91438	80002	99099

and Oct Visit Count

Oct Visit Count by Is Priority

and Nov Visit Count

Nov Visit Count by Is Priority

SVF and Dec Visit Count

Dec Visit Count by Is Priority