

# How Data Analytics Transformed Freight And Customer Operations Of A Goods Manufacturing Firm



## ABOUT CLIENT

Our client is a global consumer goods manufacturing company, specializing in the production of a wide range of household products. With a presence in over 50 countries, they are a market leader with a diverse product portfolio. Operating in North America, Europe, Asia, and South America, they serve millions of consumers worldwide through various retail channels, including brick-and-mortar stores and e-commerce platforms.

## PROBLEM STATEMENT

Our client wrestled with various challenges including:

### –Freight Logistics Challenges:

**Complex Shipping Routes:** Our client faced difficulties optimizing freight logistics due to a wide product range and global operations. The intricate nature of their offerings led to convoluted shipping routes, resulting in higher transportation costs.

**Lack of Real-time Visibility:** The absence of real-time visibility into freight movement posed a significant challenge. This lack of transparency hindered quick decision-making, making it hard to respond promptly to supply chain disruptions, ultimately affecting operational efficiency.

### –Customer Analytics Challenges:

**Understanding Customer Behavior:** Understanding customer behavior and preferences across different regions emerged as a critical challenge. Our client sought actionable insights to customize product offerings and marketing strategies effectively based on diverse consumer preferences.

**Manual Data Analysis:** Manual data analysis processes took time and led to limited actionable insights. Recognizing the necessity for a more efficient, data-driven approach, they aimed to gain a competitive edge in understanding and engaging with their customer base.

## SOLUTIONS

After analyzing these challenges, our developers designed these custom Power BI dashboards to root out the problem statement:

**Freight Analytics Dashboard:** We implemented a freight analytics dashboard that provided real-time tracking and monitoring of shipments across the entire supply chain.

The dashboard incorporated advanced analytics to optimize shipping routes, reduce transportation costs, and improve delivery times.

It included alerts for potential disruptions, enabling proactive decision-making to mitigate risks.

**Customer Analytics Dashboard:** We deployed a customer analytics dashboard to segment customers, identify trends, and make personalized product recommendations.

It provided predictive insights into customer behavior, helping our client anticipate demand fluctuations and adjust production accordingly.

**Data Management and Analytics:** In addition to the dashboards, our engineers integrated data from multiple sources, including sales transactions, customer feedback, and market trends, into a centralized data warehouse.



### Industry

Manufacturing



### Products used

Custom Power BI  
Dashboards



### Functionality Enable

Data science



### Impact

15%

Reduction in  
transportation costs

12%

More timely delivery

3%

Increase in revenue in  
the first year

18%

Increased customer  
retention rate



### pro tip

Share interactive Power BI dashboards across departments to break down communication barriers and boost cross-team collaboration by 25%.



### Take the next step

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