

Data-Driven Confectionery Sales Optimization with Power BI

ABOUT CLIENT

- A global leader in the confectionery, food, and beverage industry headquartered in India.
- With 80k+ employees & staff worldwide, the company is focused on consumer-centric growth, operational excellence, and promoting a winning growth culture in their industry.

PROBLEM STATEMENT

The confectionery brand faced a few challenges in its sales growth tracking and monitoring consumer demands.

Demand Forecasting:

- The client faced significant challenges in predicting demand due to a lack of detailed analysis of historical sales data. This resulted in inefficiencies in inventory management and production planning, leading to overproduction or stockouts.

Sales Growth Tracking:

- Tracking sales performance across branches and distribution channels was complex. Differentiating between primary (manufacturer-to-distributor) and secondary (distributor-to-retail) sales was a particular pain point, making it hard to optimize distribution strategies or identify high-performing regions.

Quality Metrics Monitoring:

The client struggled to monitor key quality metrics across production plants, such as units produced, product quality, and delivery costs. Without this visibility, maintaining consistency in quality and operational efficiency was difficult.

Industry

Consumer Goods

Services Used

- Business Intelligence (BI)
- Data Analytics
- ETL
- Power BI
- Predictive Analytics

Region

India

Function/Department

- Accounting and Finance
- Manufacturing & Production
- Procurement and Purchasing
- Sales and Business Development
- Strategy and Planning

Engagement Model

End to End Project Lifecycle Management

SOLUTION

To address these challenges, our team collaborated closely with the client to design and implement tailored solutions:

Data-Driven Demand Forecasting:

- We worked with the client to gather, clean, and analyze historical sales data, breaking it down by product category and year.
- A Power BI dashboard was developed to visualize year-on-year sales trends, enabling the client to forecast demand with greater accuracy and align inventory and production accordingly.

Branch-Level Sales Insights:

- Our team streamlined the collection of primary and secondary sales data across branches and distribution channels.
- Power BI dashboards were created to provide real-time insights into branch performance, empowering the client to optimize distribution strategies and design targeted marketing campaigns.

Comprehensive Quality Monitoring:

- We introduced a robust system to track metrics like production volume, safety compliance, and delivery costs.
- Dashboards offered a real-time view of these metrics, helping the client maintain high-quality standards and reduce delays or inefficiencies.

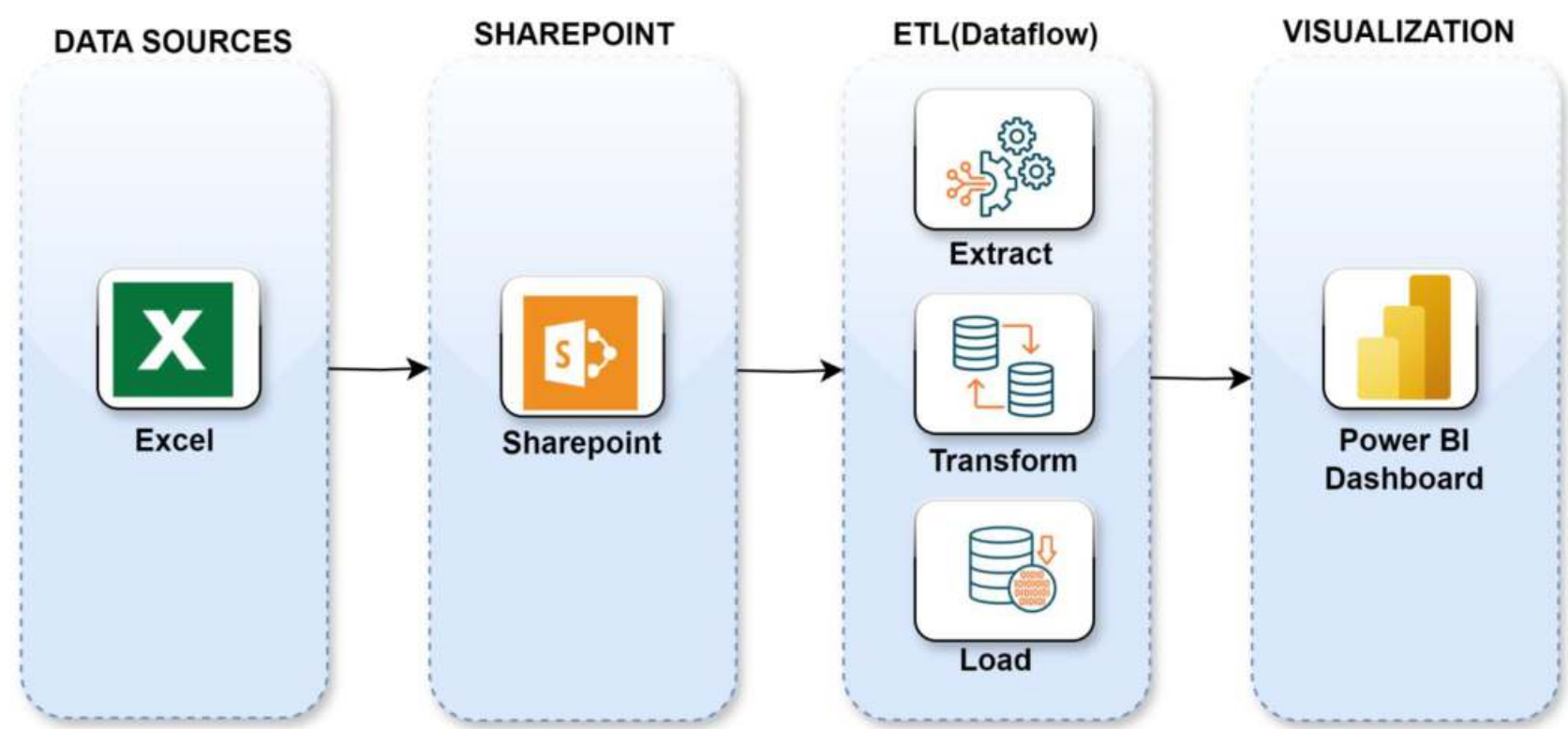
Inventory Optimization:

- Historical sales and inventory data were linked to identify trends, enabling the client to monitor stock levels and address slow-moving items.
- A dashboard provided a centralized view of inventory across all locations, ensuring streamlined supply chain operations.

Enhancing Operational Efficiency:

- Key production KPIs were visualized to identify and resolve bottlenecks.
- This allowed the client to optimize resource allocation and improve manufacturing processes for better throughput and cost savings.

TECHNICAL ARCHITECTURE



BUSINESS IMPACT

20% Increase in Forecast Accuracy:

Leveraging detailed sales data and predictive models reduced stockouts and overproduction, enhancing inventory management.

\$1M in Annual Savings:

Optimized production and inventory processes led to substantial cost reductions that could be reinvested in growth initiatives.

70% Faster Reporting:

Automated ETL pipelines saved hours previously spent on manual reporting, enabling teams to focus on higher-value tasks.

15% Revenue Growth:

Branch-level sales insights helped identify high-performing regions and drove targeted marketing, resulting in measurable revenue increases.

25% Drop in Delivery Delays:

Improved safety and production standards ensured faster delivery timelines and better customer satisfaction.

Seamless Expansion:

The solution's scalability allowed the client to integrate 15 additional facilities into the system, supporting their growth strategy. All-in-all, our team's collaborative approach enabled the client to overcome complex challenges in demand forecasting, sales tracking, and quality monitoring. As a result, the client achieved improved operational efficiency, cost savings, and strategic growth, laying the foundation for long-term success.