

Transforming Performance Tracking In The African Oil And Energy Sector

ABOUT CLIENT

- Our client, a leading company in the African downstream oil and energy sector, operates in more than 17 countries and has a strong presence in fuel retailing, lubricants, and energy logistics.
- They manage over 1,500 service stations and are recognized for their wide reach across regional and urban markets.

PROBLEM STATEMENT

As the client worked to modernize its reporting and performance management, it faced challenges in scaling analytics across multiple countries. Fragmented processes and reliance on manual work made it difficult to get timely, accurate insights for decision-making.

Disparate And Inconsistent Excel-Based Reporting

Reporting varied across countries, making it hard to maintain standard formats and reliable data.

Difficulty Consolidating Regional Data

Bringing together data from different regions into a single executive dashboard was slow and error-prone.

Absence Of A Centralized Repository

Without a central system, data was often duplicated, and reporting took longer than necessary.

Manual KPI Tracking

Tracking key performance indicators was done manually, which limited real-time visibility and interactive insights for leadership.

Energy, Utilities & Resources

Business Intelligence (BI) | Data Warehousing | Power BI

Middle East

IT and Technology Support

End to End Project Lifecycle Management

SOLUTION

To help the client streamline reporting and get a clear view of performance across all countries, a comprehensive business intelligence solution was put in place. The focus was on standardizing data, improving accuracy, and making insights easily accessible to leadership.

Standardized Excel formats

Reporting templates were unified to improve data quality and make audits simpler and more reliable.

Country-Wise Segregation

Data was organized by country, allowing cleaner management and easy creation of executive summaries.

Centralized Hosting On OneDrive And SharePoint

All reports and data were stored centrally, ensuring version control and real-time updates across teams.

Power BI Dashboards

Interactive dashboards were built to show consolidated and country-level KPIs with filterable insights for faster, informed decision-making.

TECHNICAL IMPLEMENTATION

To bring together data from all countries and make reporting more reliable, a technical solution was implemented that focused on centralization, automation, and secure access.

Architecture and Storage

All country-specific Excel sheets were moved to a shared OneDrive and SharePoint environment, creating a live connection with Power BI. Updates to source files automatically reflected in reports, removing manual uploads and syncing. Version control was added to prevent duplication and maintain audit trails. Role-based access ensured that only authorized users could view or edit files, keeping sensitive operational and financial information secure.

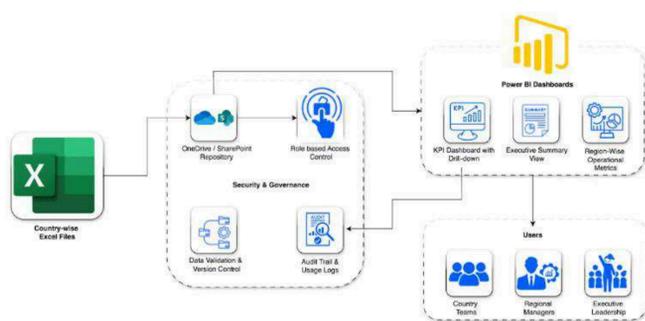
Power BI Dashboarding

A set of interactive dashboards was developed to meet regional and executive needs. Dashboards are refreshed in real time so users can track KPIs without delays. Data transformation and metric calculations were standardized across countries to ensure consistency. Drill-down features allowed leadership to examine performance by country, business unit, or time period for better decision-making.

Governance and Handover

A reporting governance framework defined responsibilities for dashboard ownership, data entry, validation, and access rights. Documentation, standard operating procedures, and live training sessions were provided so internal teams could manage and expand the BI platform independently, ensuring long-term scalability and minimal reliance on external support.

TECHNICAL ARCHITECTURE



BUSINESS IMPACT

By streamlining reporting and centralizing data, the client was able to achieve faster insights and more reliable decision-making across all countries.

Reduction in Manual Reporting Time

Automated consolidation replaced lengthy collation workflows, eliminating spreadsheet-heavy back-and-forth and cutting reporting time from hours to minutes.

Standardization Across Regions

Unified, audit-ready templates brought 100% standardization across 17 countries, ensuring every region captured data in the same structure and quality.

Real-Time KPI Monitoring

Interactive dashboards provided live visibility into operational and financial KPIs, allowing teams to spot deviations and performance shifts the moment they occurred.

Faster, Insight-Driven Decisions

Leadership could track metrics, trends, and anomalies at both country and regional levels, enabling quicker, more confident decisions backed by reliable data.

Conclusion

By implementing a scalable BI system using OneDrive and Power BI, DataToBiz helped the client overcome inefficiencies in cross-country reporting and modernize the way performance was tracked. The solution improved data accuracy, sped up reporting, and gave leadership the ability to make confident decisions in real time.

