A|S

ADATA SOLUTIONS

one data, our journey

PROBLEM STATEMENT

How to design a dynamic, easily updatable dashboard for real-time performance tracking ?

TOYS&MODELS
MANUFACTURING INDUSTRY

A|S
ADATA SOLUTIONS
one data, our journey

AGENDA

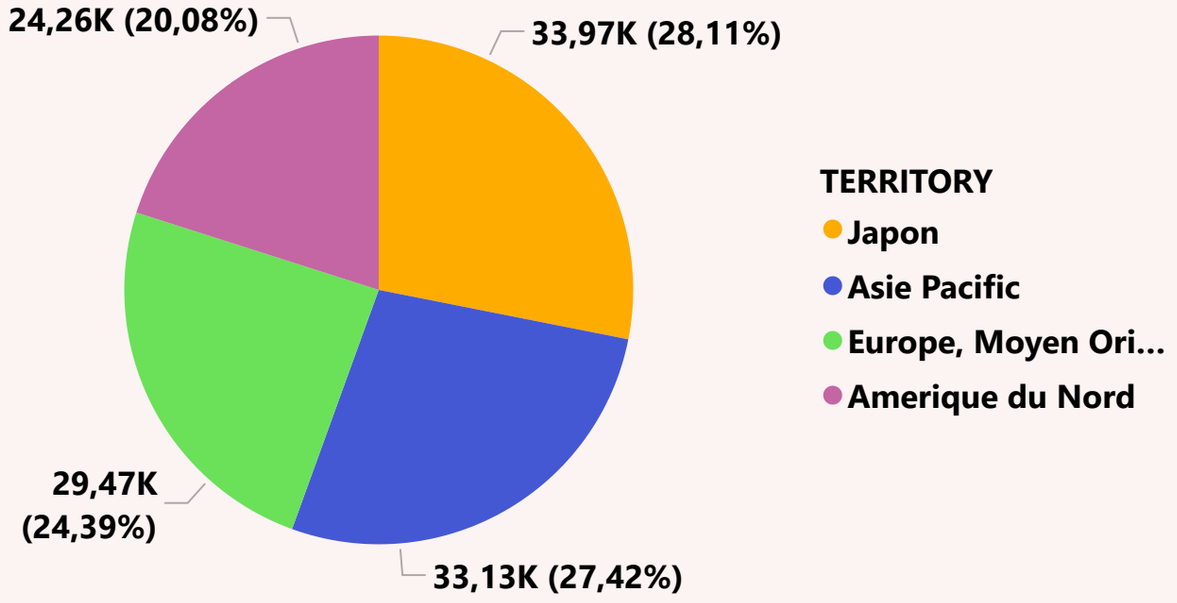
1. SALES - HR
2. LOGISTICS - HR
3. FINANCE - HR
4. RECOMMENDATIONS

SALES DASHBOARD
FULL INSIGHT

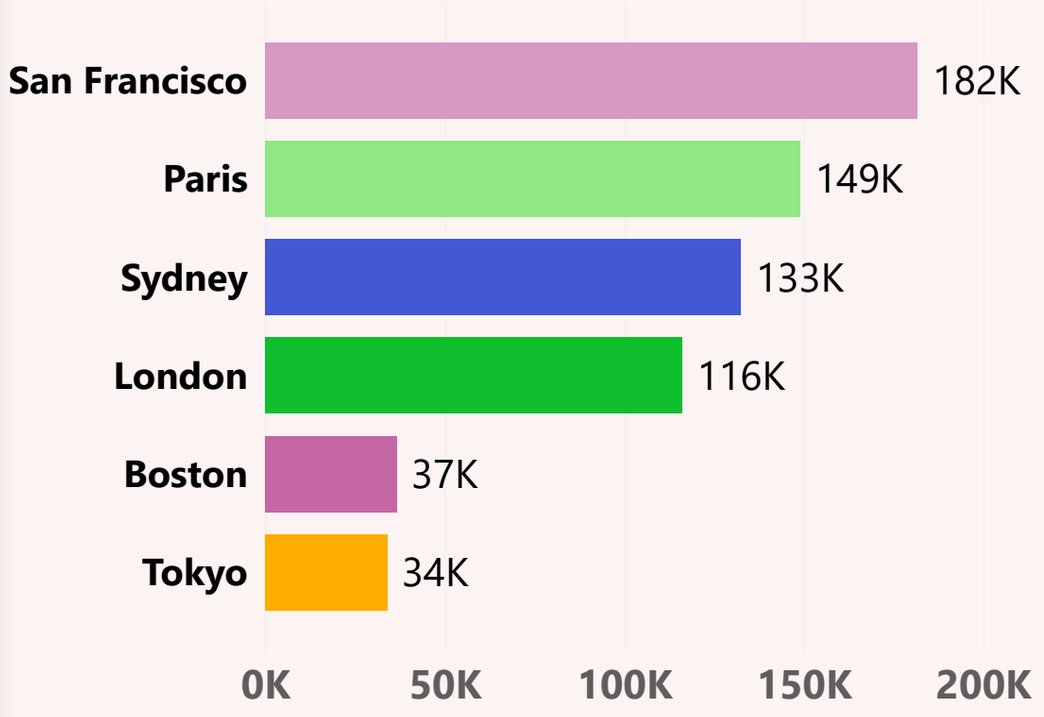
TOYS&MODELS
MANUFACTURING INDUSTRY

650,02K
TOTAL SALES Q1 2024

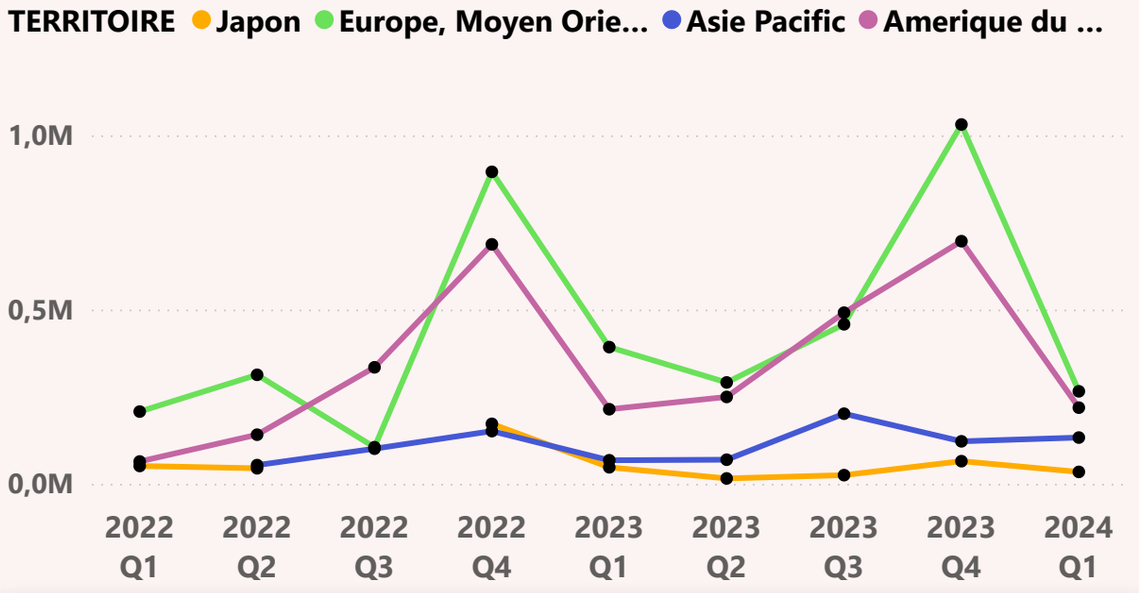
AVERAGE ORDER VALUE



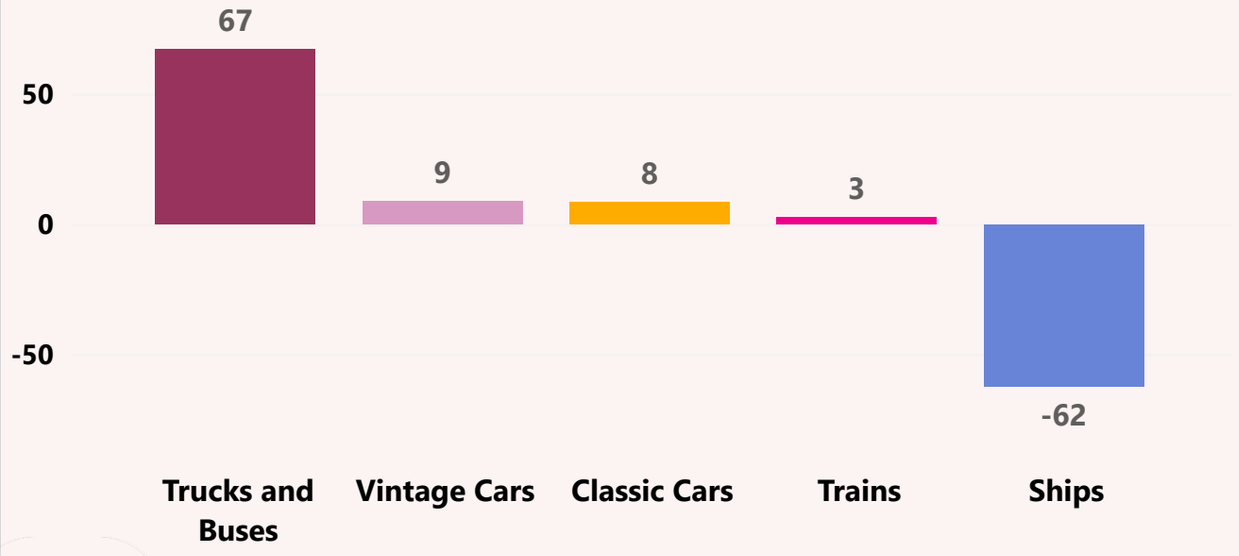
REVENUE PER OFFICE



QUATERLY REVENUE BY TERRIRORY



QUATERLY REVENUE GROWTH RATE BY CATEGORY



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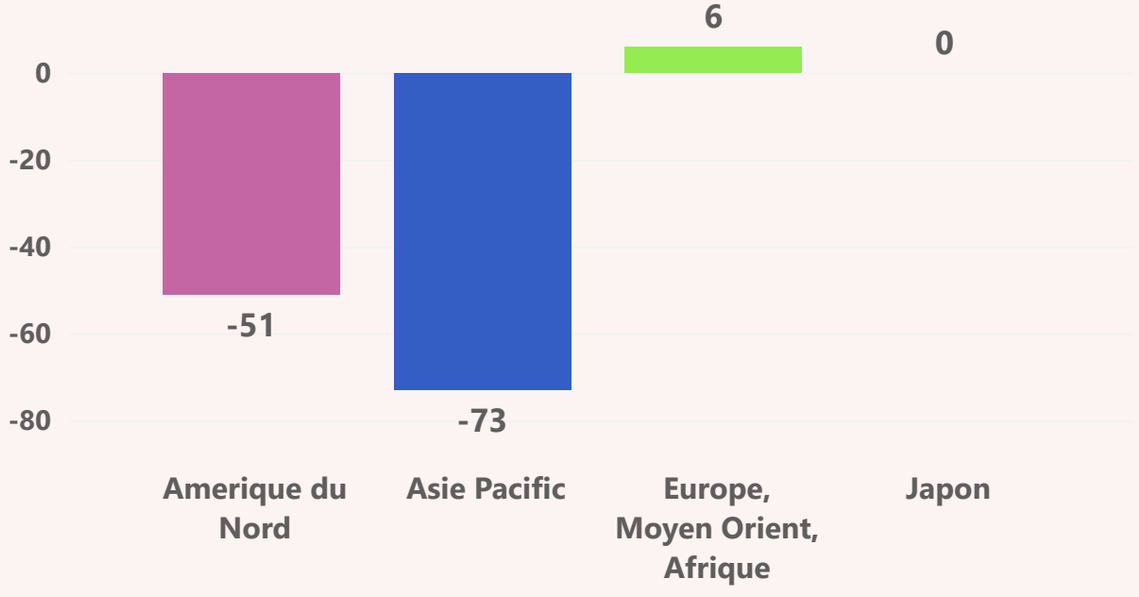
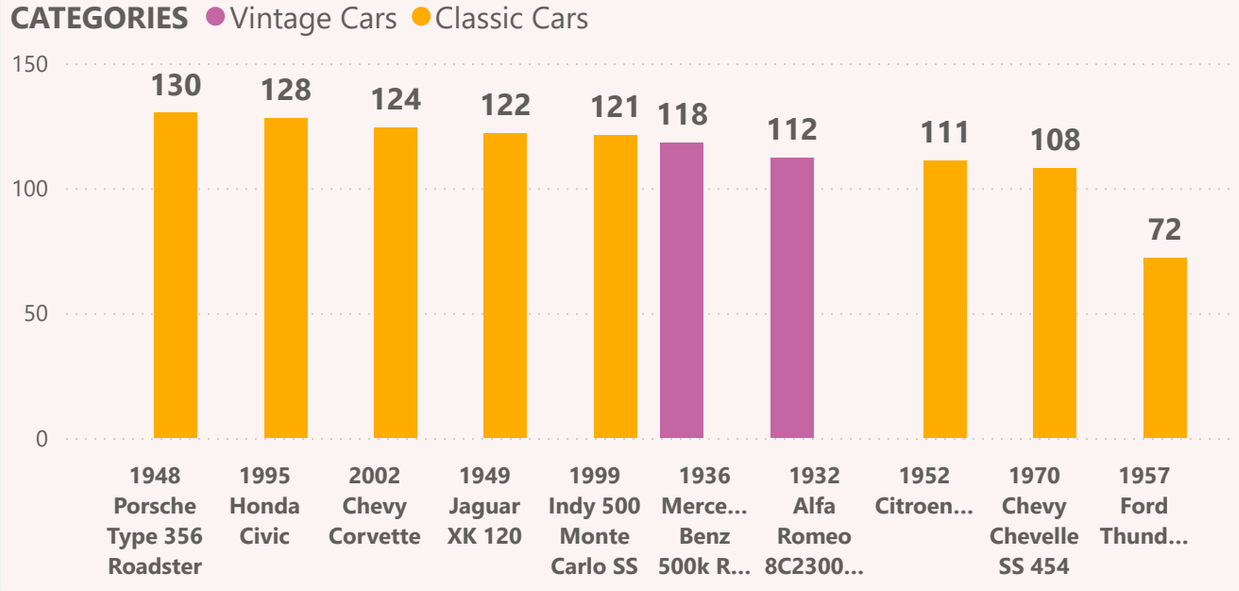


BOTTOM 10 LEAST SEELING PRODUCTS

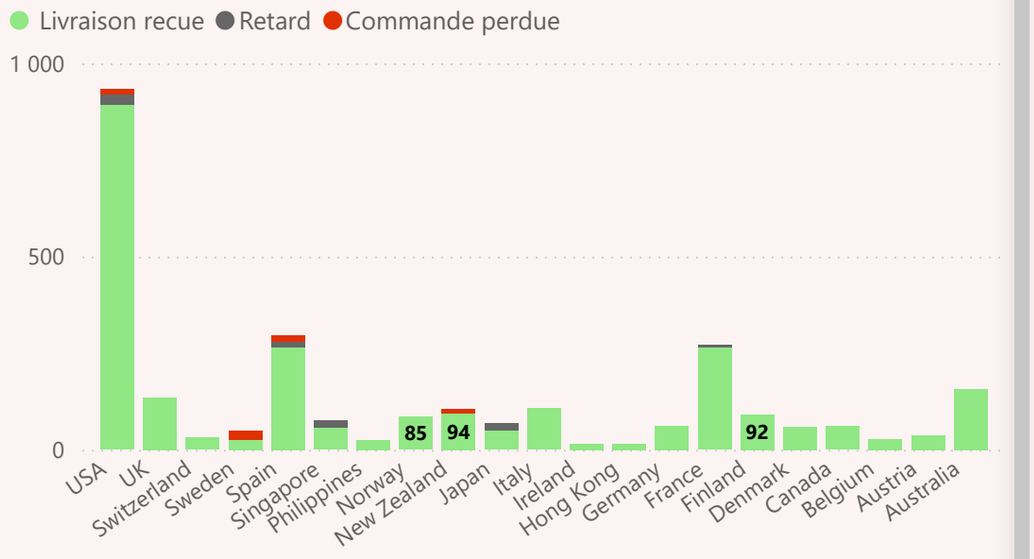


LOGISTICS DASHBOARD

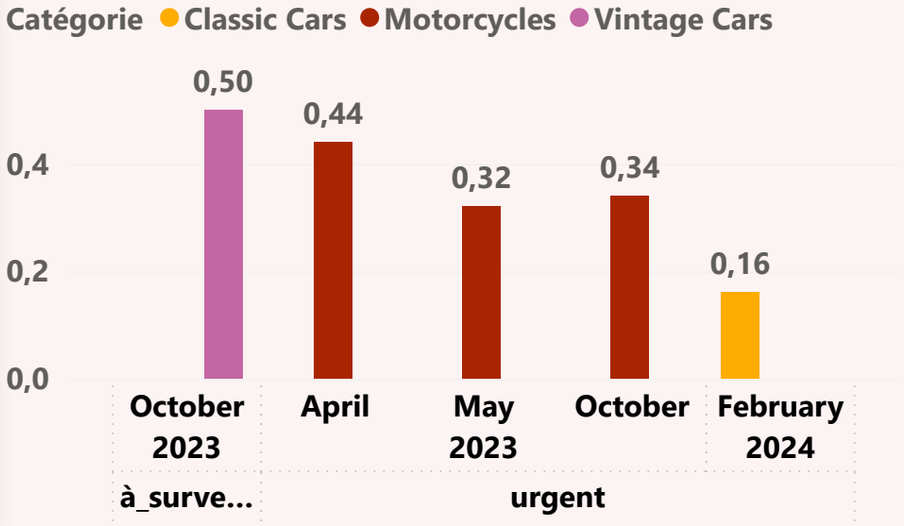
34,28
Taux_retard_livraison

879,0...
PERTE STOCK MORT

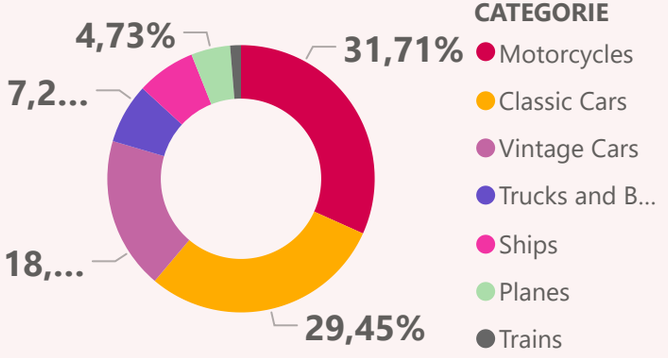
LOSS RATE AND DELIVERY DELAY



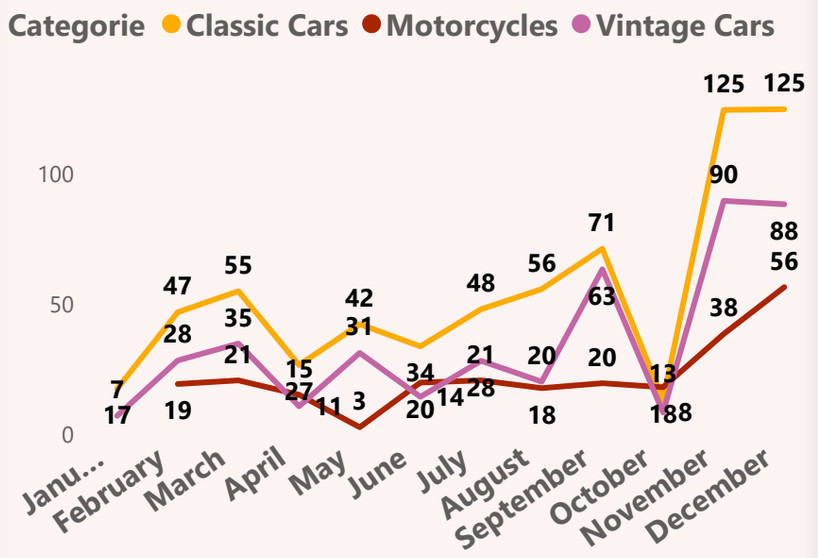
STOCK OF PRODUCTS UNDER CRITICAL THRESHOLD



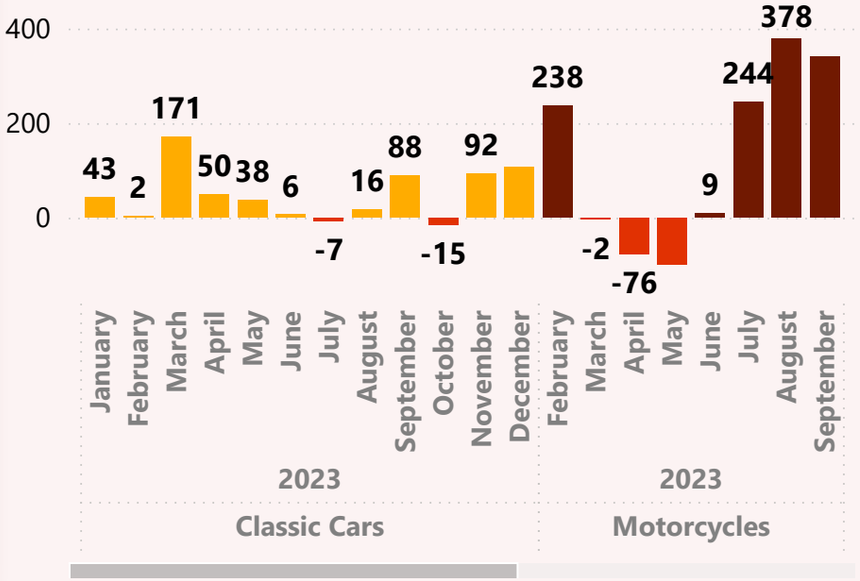
FLOW RATE BY CATEGORY



INVENTORY DISPOSAL RATE



INVENTORY CONSUMPTION PER MONTH

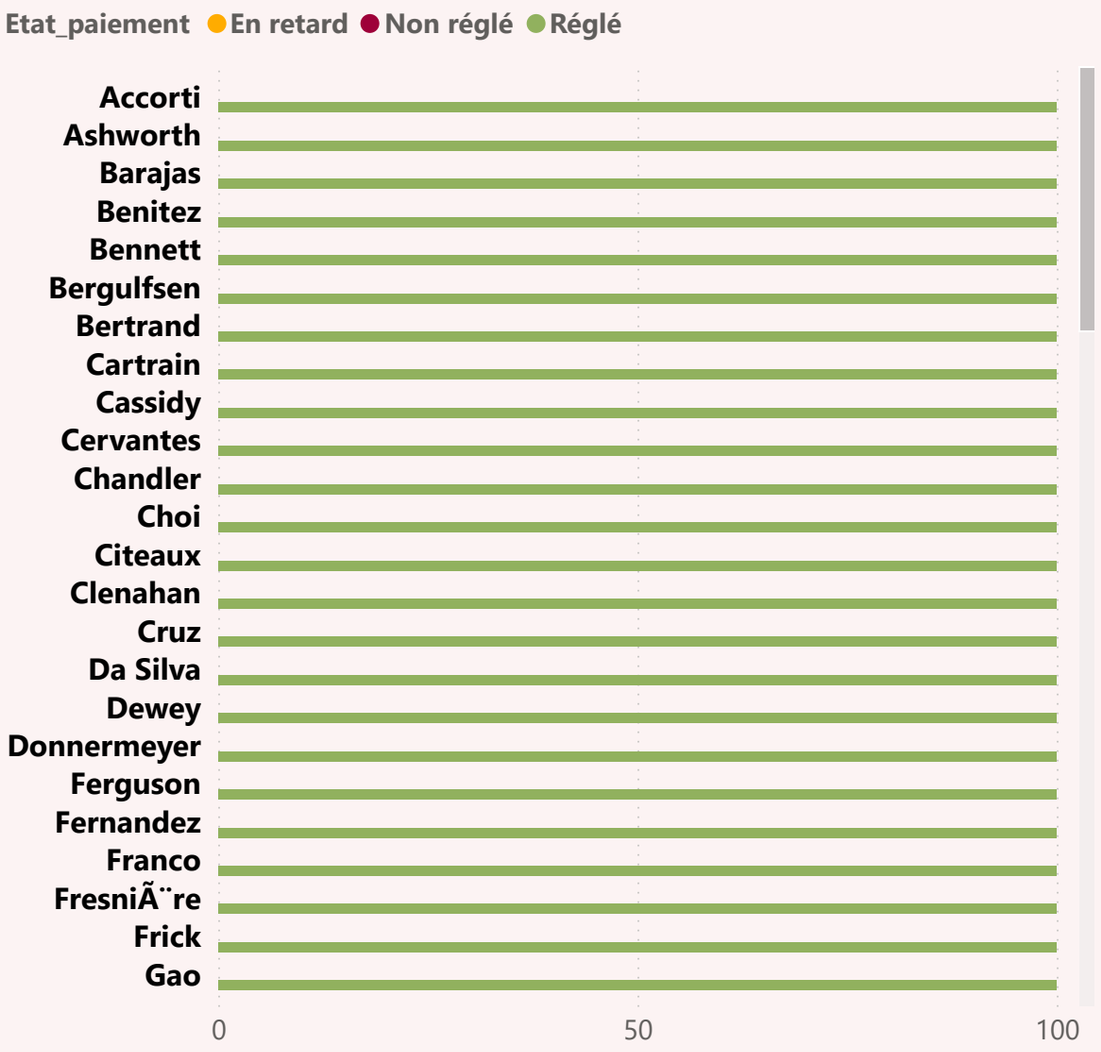


LOGISTIQUE DASHBOARD

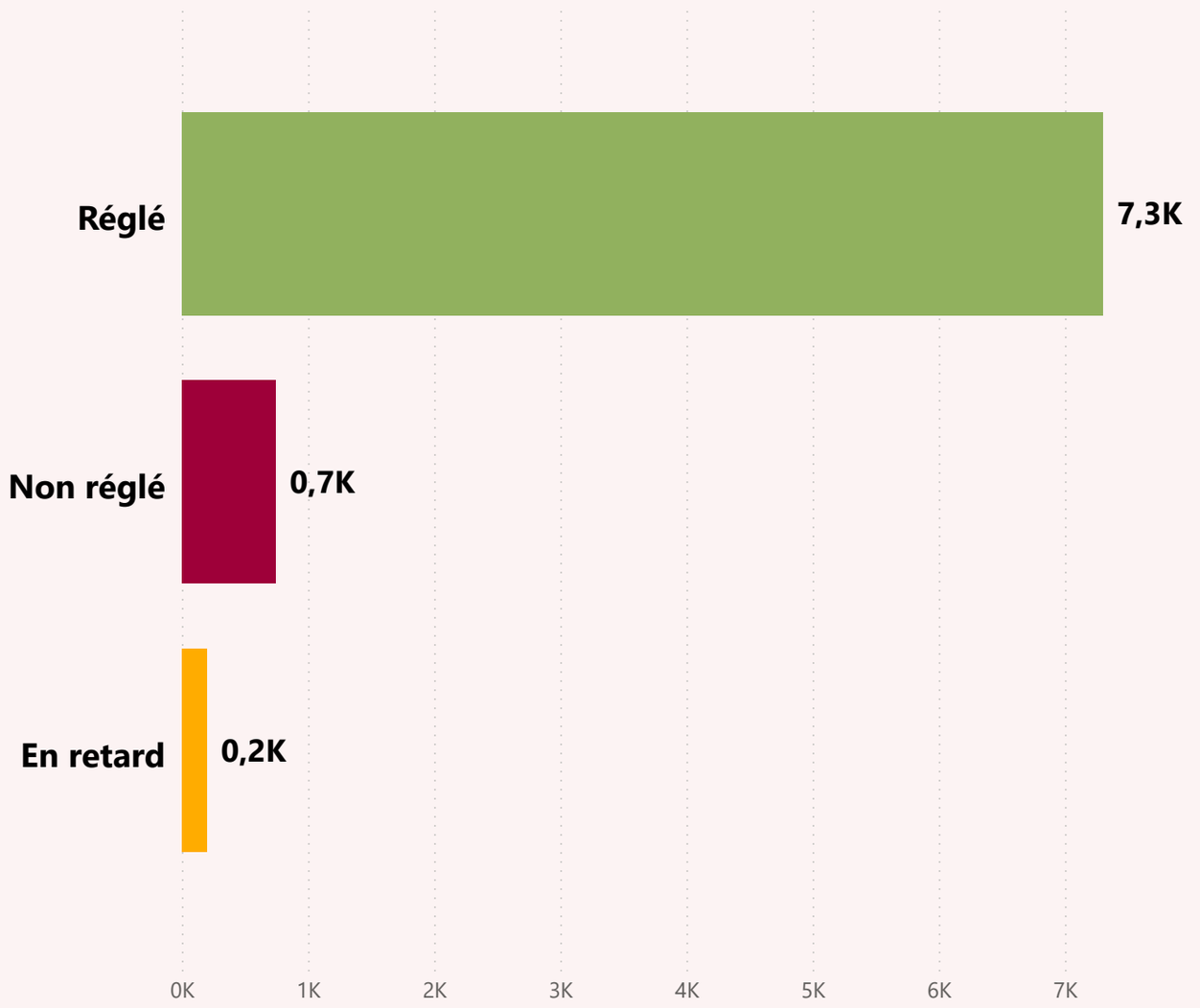
8,24K

Sum of taux_payment

PAYMENT RATE PER EMPLOYEE

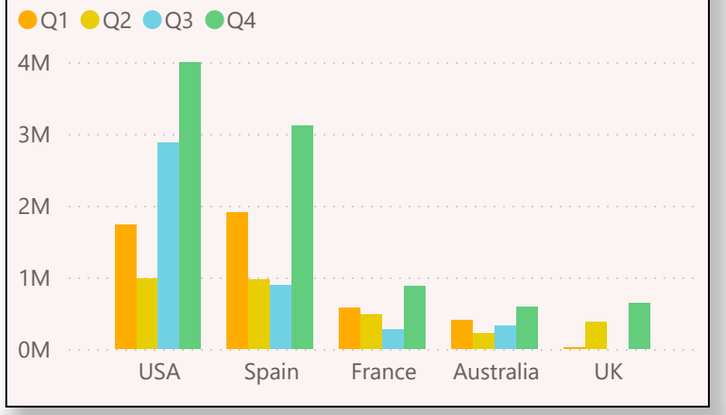


PAYMENT RATE

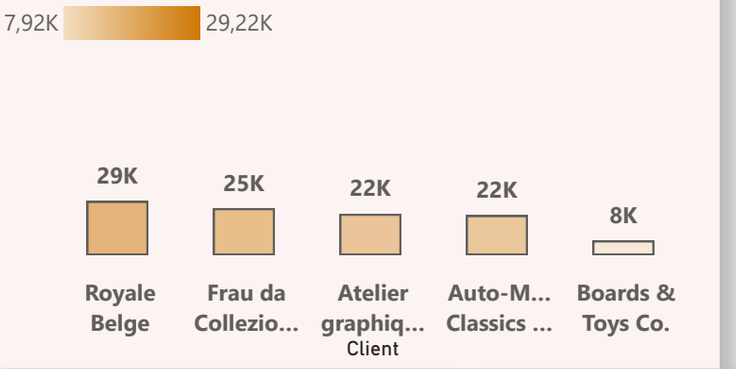


FINANCE DASHBOARD

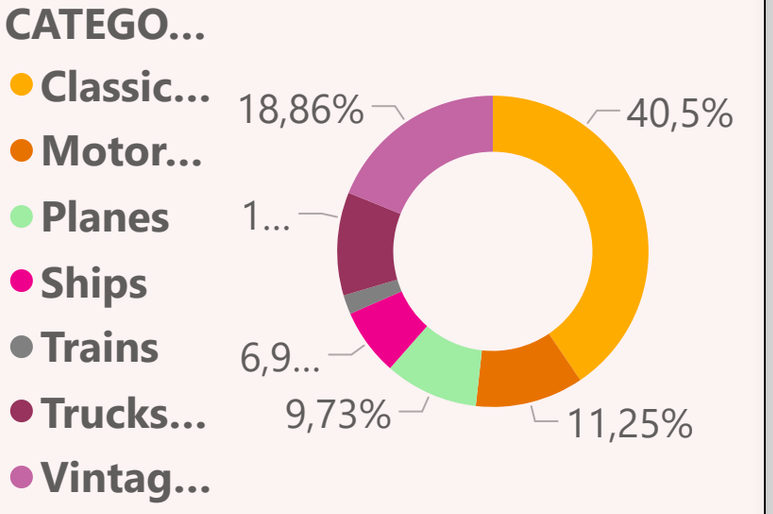
SALES GROWTH BY QUARTER 2022



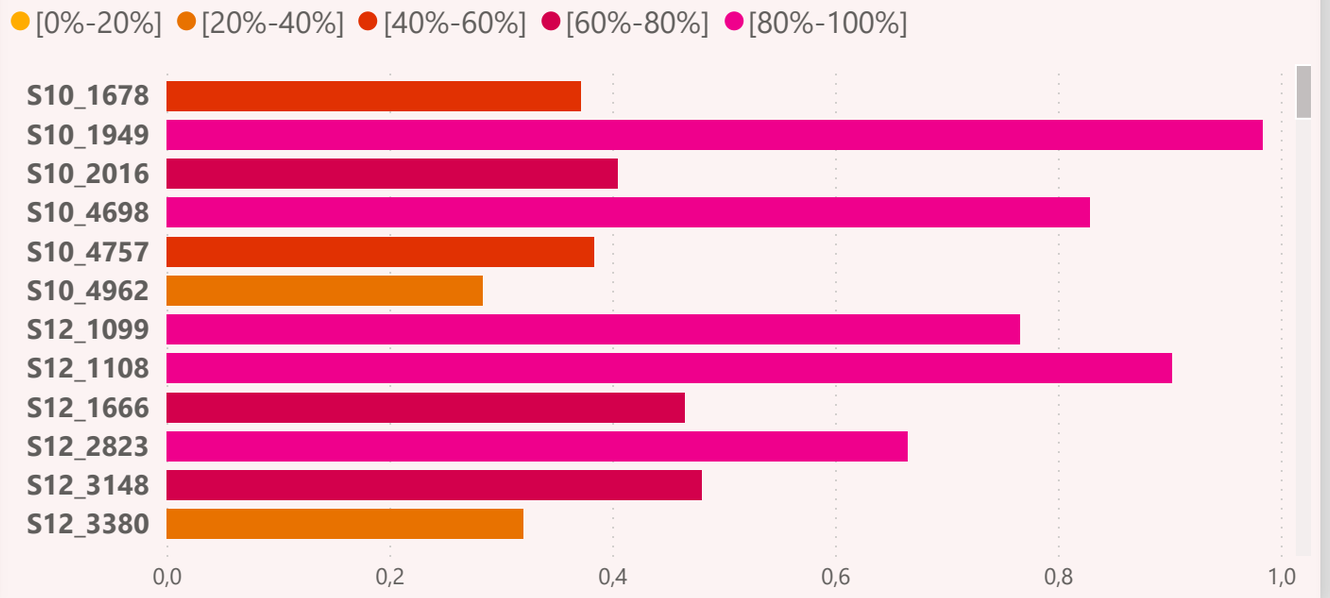
BOTTOM 5 REVENUE GENERATING CUSTOMERS



AVERAGE EARNINGS BY CATEGORY



PRODUCT DISTRIBUTION BY AVERAGE MARGIN



CATEGORIES

- Classic Cars
- Motorcycles
- Planes
- Ships
- Trains
- Trucks and Buses

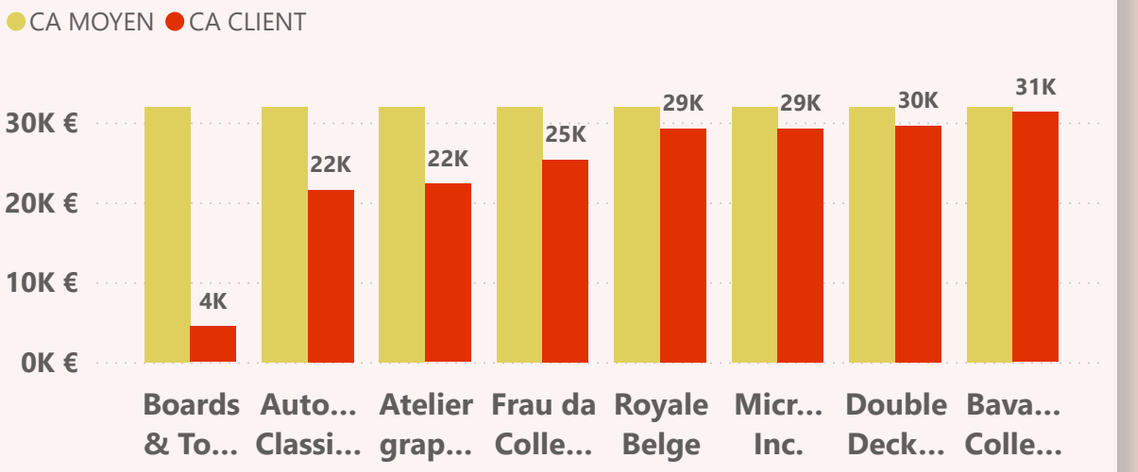
FINANCE DASHBOARD

30,9%
Credit limit on remaining am...

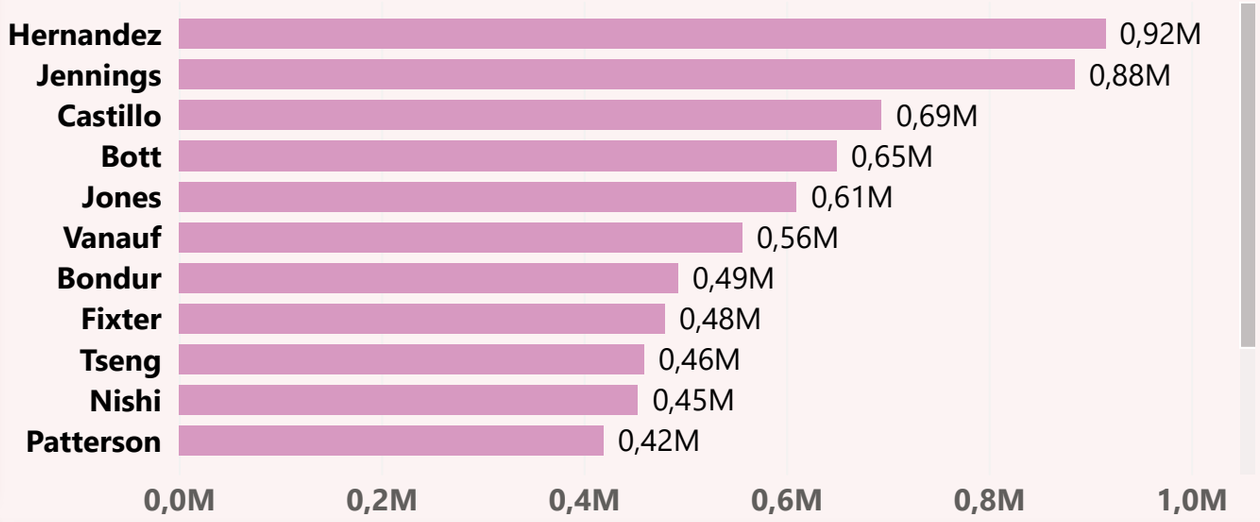
101,00
Revenu per employee

2535
Number of customers per employee

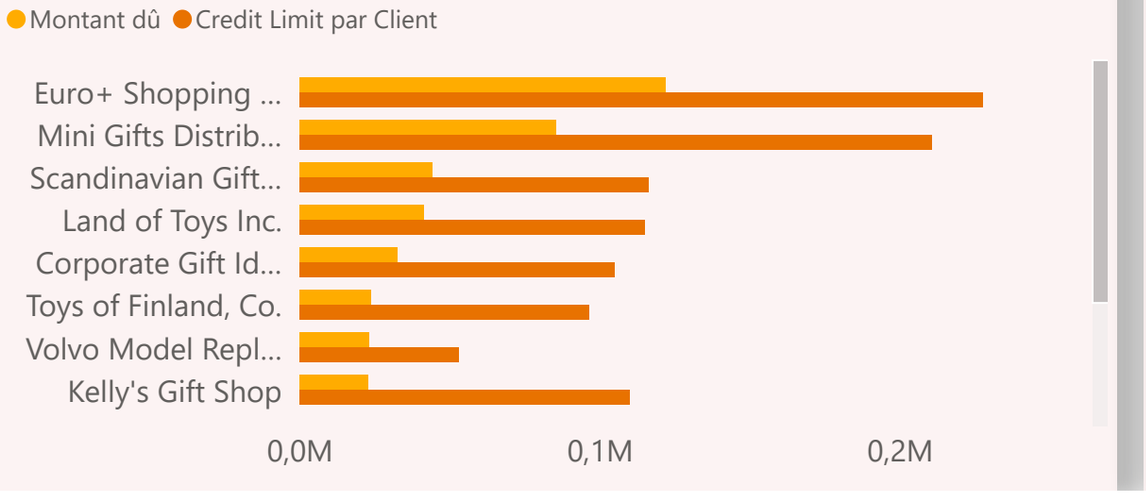
AVERAGE PAYMENT AMOUNT/ MEDIUM BUSINESS



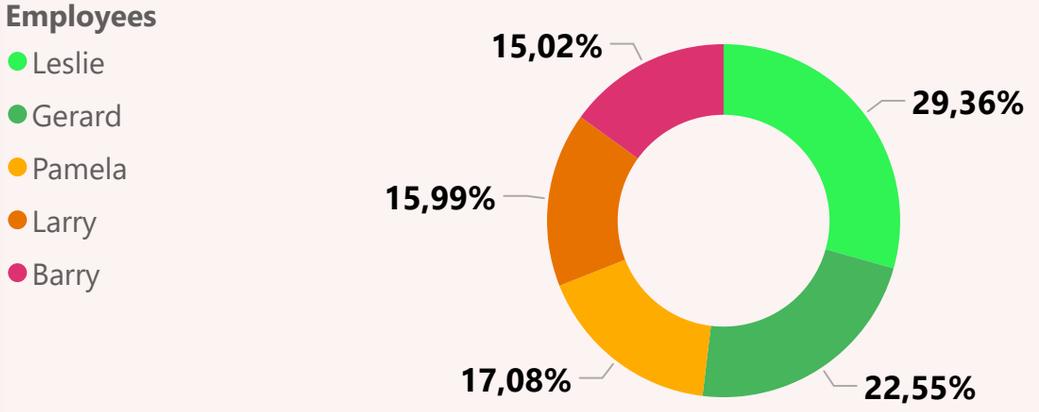
HR- REVENU PER EMPLOYEE



CREDIT LIMIT - CUSTOMERS IN DEBT RECOVERY



HR-REVENUE PER EMPLOYEE



GENERAL RECOMMENDATIONS

Human Resources - Training Local Teams

- Intensive Sales Training: Implement programs to strengthen your teams' skills with tailored sales techniques.
- Management Support: Provide guidance to underperforming sales reps to improve their performance.
- Optimizing Top Sales: Reduce their low-performing client portfolio to allocate more time and quality resources to high-value clients.

Sales Optimization & Targeted Marketing Campaigns

- Tokyo: Launch campaigns to increase customer acquisition — welcome offers and partnerships with local high-end brands.
- Boston: Develop promotions targeting price-sensitive prospects — discounts, bundled products, and loyalty programs.
- Boosting Revenue: Focus resources on high-performing territories and offices to maximize average basket size and overall revenue.
- Strategic Marketing: Prioritize best-sellers and streamline underperforming products.
- North America & Asia-Pacific: Revitalize declining markets with tailored campaigns and reassess offers.
- Customer Feedback: Conduct satisfaction surveys to identify barriers and improvement opportunities for increased sales.

Logistics - Eliminating Dead Stock

- Japan, Singapore, Sweden: Due to delivery challenges, recommend removing TRAINS and SHIPS categories.
- Seasonal Marketing Strategy: Align marketing efforts with key events in organizing countries.
- Stock Management: Ensure key product categories are well-stocked at the end of the season to anticipate strong Q4 growth.

Finance - Account Management Strategy

- Stock Adjustment: Align inventory with seasonal trends and growth forecasts.
- Data-Driven Insights: Identify complex patterns and correlations for a strategic market advantage.

TANK YOU FOR YOUR ATTENTION