Process Optimization and Data Digitalization – Laundry Chain

As part of a **digital transformation project**, I developed a **data-driven dashboard** to optimize the management of a laundry chain in Mendoza. Prior to this solution, the business relied on paper-based records, making it difficult to track operations, leading to calculation errors, and limiting data-driven decision-making.

Implemented Solution

After analyzing business processes and needs, I designed and implemented a digital system using Google tools:

✅ **Google Forms**: Created a single data entry point with over 40 sections to register customers, payments, penalties, and other key processes.

✅ **Google Sheets**: Structured database with data transformation through formulas and business logic.

✅ **Looker Studio**: Interactive dashboard connected to Google Sheets for real-time KPI visualization.

Results & Benefits

📉 **Reduced manual errors**: Eliminated paper-based calculations and automated record-keeping.

📊 **Optimized financial control**: Real-time tracking of payments, sales, and account statuses.

📌 **Improved customer management**: Quick identification of outstanding balances and penalty application based on predefined criteria.

🚀 **Data-driven decision-making**: Created KPIs and performance reports to identify business improvement opportunities.

Key Skills Applied

- ◆ **Data Analysis**: Designed and structured databases in Google Sheets.
- ◆ **Process Automation**: Eliminated manual tasks using Google Forms and advanced formulas.
- ◆ **Data Visualization**: Built dashboards in Looker Studio for strategic decision-making.
- ◆ **Data Modeling & Cleaning**: Applied business rules to transform raw data into actionable insights.