



# Executive business performance dashboard

## Hair extensions company

Built a real-time dashboard on Power BI that provided a consolidated overview of performance, across all the brands into sales, marketing, and operations & finance related KPIs for the executive team

# Hair extensions company needs executive business performance dashboard

## Picture this...

You're looking to build a real-time dashboard on Power BI that provided a consolidated overview of performance, across all the brands into sales, marketing, and operations & finance related KPIs for the executive team. Expanded their footprint by brand acquisition and lacked visibility into key sales, finance, and operation metrics across brands that was leading to sub-optimal revenue realization

## You turn to Accordion.

We partner with your team build a real-time dashboard on Power BI that provided a consolidated overview of performance, across all the brands into sales, marketing, and operations & finance related KPIs for the executive team, including:

- 1) Collaborating with the executive leadership to understand the customer journey from traffic to order to cash process and defined 15 Strategic KPIs that track various metrics across finance, sales, and marketing
- 2) Developing a semantic model on Power BI datasets by leveraging data from central data lake on Azure which consolidates data from ERP (NetSuite), eCommerce (Shopify, Magento), Marketing (Facebook Ads, Google Ads, Instagram, Influencer platforms), CRM (Salesforce) systems
- 3) Creating real-time automated and user-friendly Executive dashboard on Power BI to track KPI trends over time and benchmark against budgets along with the ability to drill-down into the metrics by brand, customer segment, marketing and sales channel etc.

## Your value is enhanced.

- Real time tracking of strategic initiatives provided 360-degree view into the health of the brands enabling the client to increase lifetime revenue by 8% YoY and website conversions by 10bps YoY
- Streamlining data processes helped save around 100 person-hours per month in aggregating key metrics for monthly and quarterly business reviews

### EXECUTIVE BUSINESS PERFORMANCE DASHBOARD

#### KEY RESULT

- Increased lifetime revenue by 8% YoY
- website conversions by 10bps YoY
- Helped save around 100 person-hours per month

#### VALUE LEVERS PULLED

- Power BI
- Business Performance

# Executive business performance dashboard for hair extensions brand

## Situation

- Client expanded their footprint by brand acquisition and lacked visibility into key sales, finance, and operation metrics across brands that was leading to sub-optimal revenue realization
- Partnered with client to build a real-time dashboard on Power BI that provided a consolidated overview of performance, across all the brands into sales, marketing, and operations & finance related KPIs for the executive team

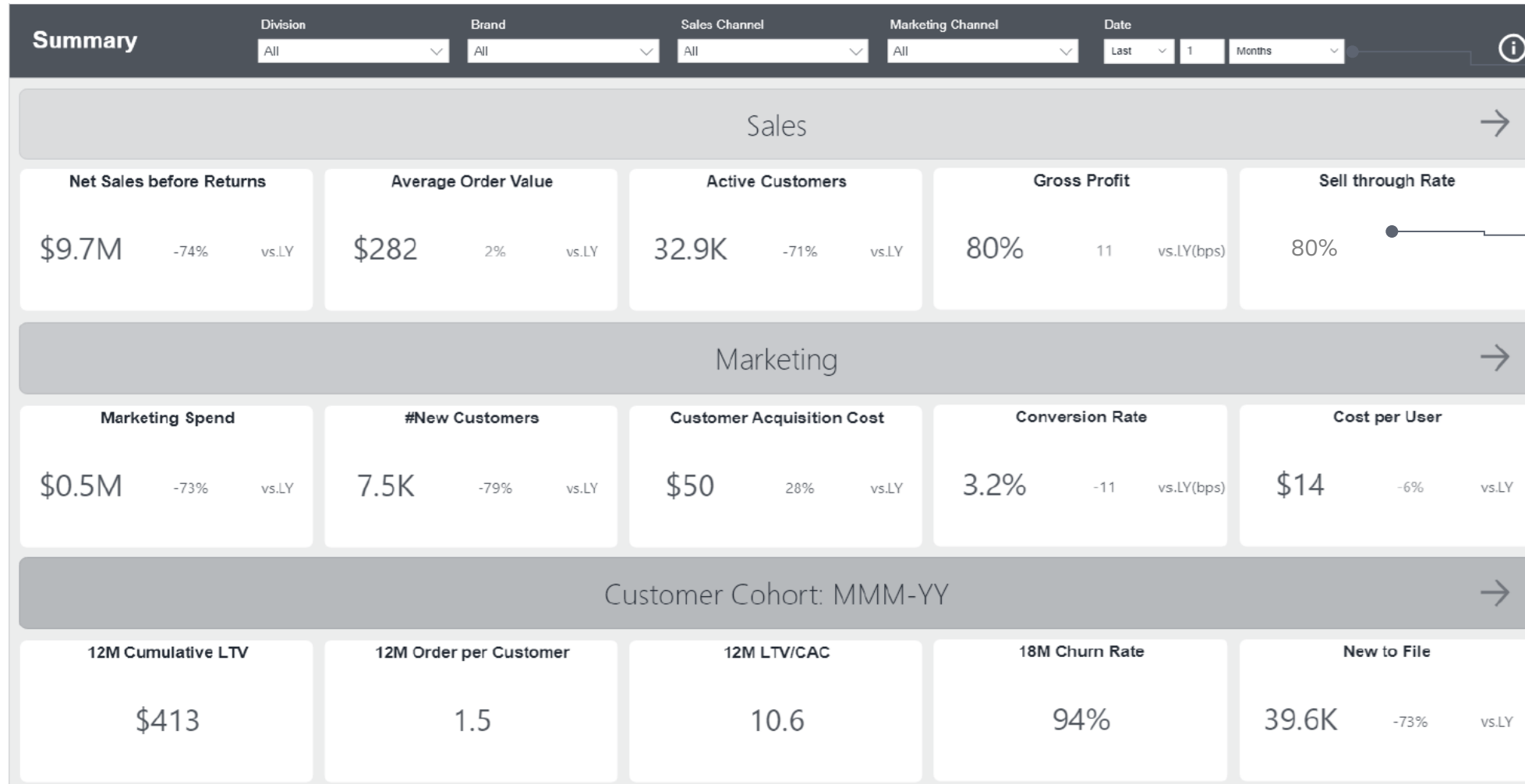
## Accordion Value Add

- Collaborated with the executive leadership to understand the customer journey from traffic to order to cash process and defined 15 Strategic KPIs that track various metrics across finance, sales, and marketing
- Developed a semantic model on Power BI datasets by leveraging data from central data lake on Azure which consolidates data from ERP (NetSuite), eCommerce (Shopify, Magento), Marketing (Facebook Ads, Google Ads, Instagram, Influencer platforms), CRM (Salesforce) systems
- Created real-time automated and user-friendly Executive dashboard on Power BI to track KPI trends over time and benchmark against budgets along with the ability to drill-down into the metrics by brand, customer segment, marketing and sales channel etc.

## Impact

- Real time tracking of strategic initiatives provided 360-degree view into the health of the brands enabling the client to increase lifetime revenue by 8% YoY and website conversions by 10bps YoY
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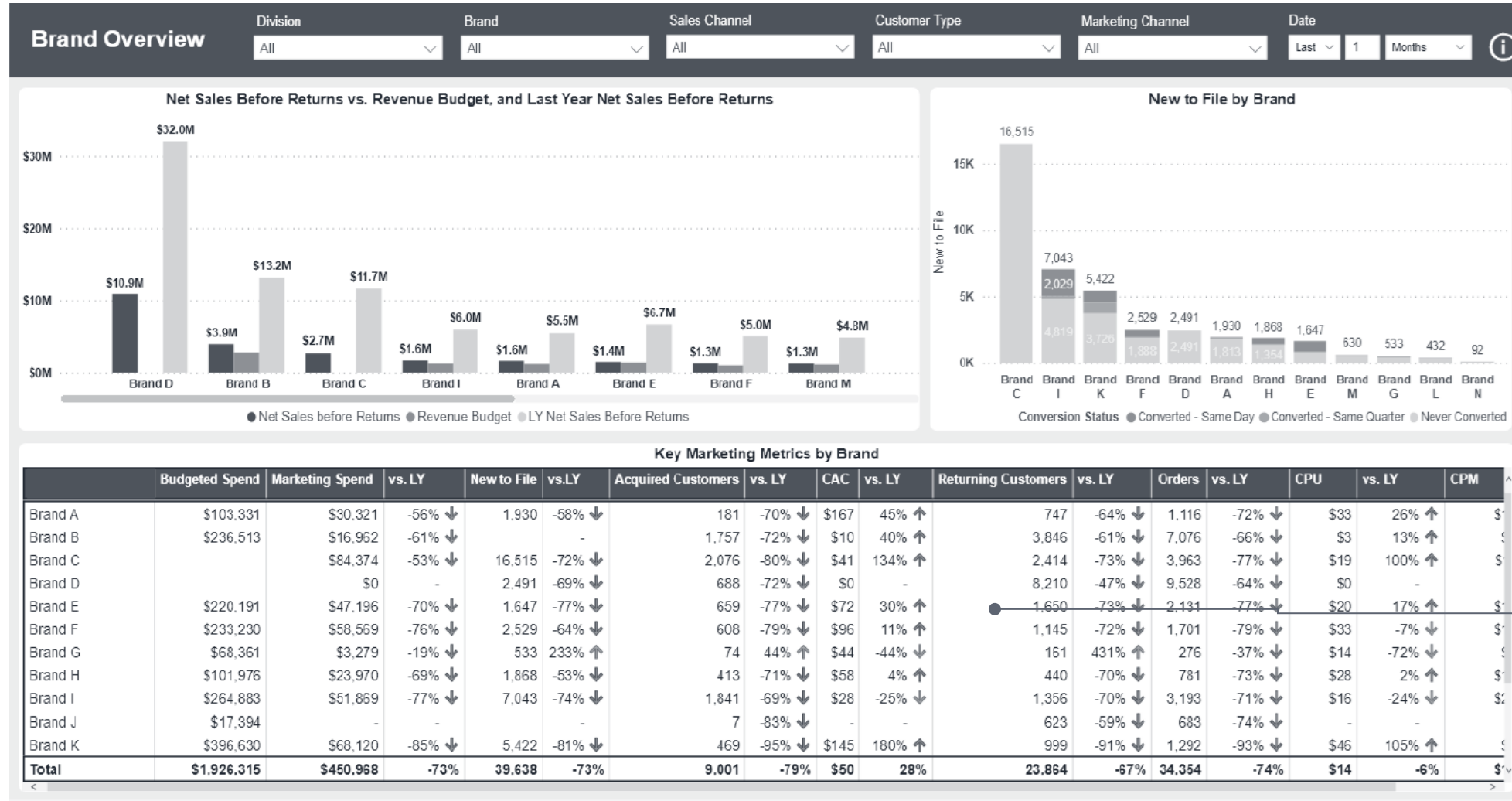
# Strategic KPI summary



Filter plan to drill-down by time, brand, sales and marketing channel etc.

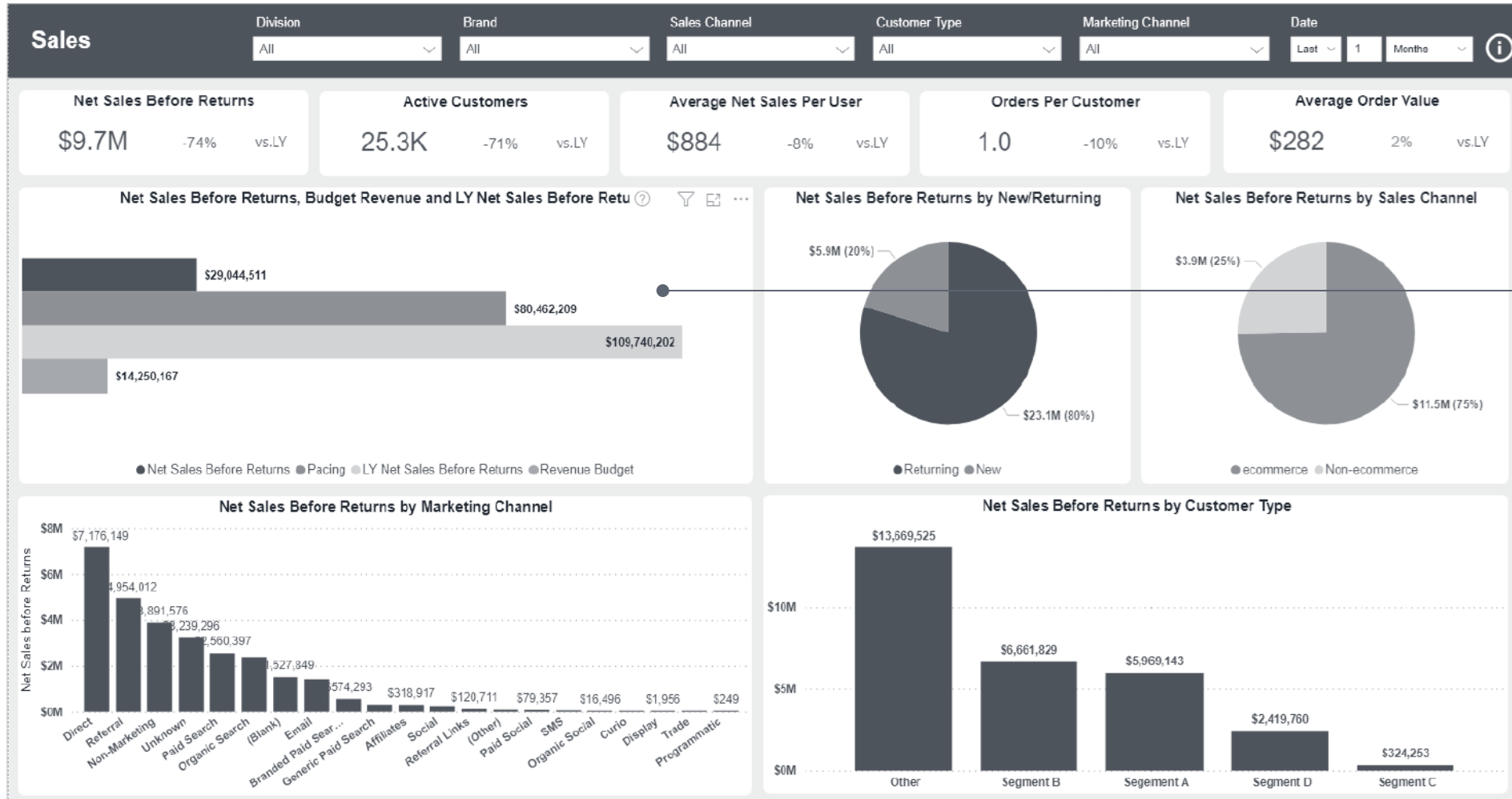
Key Metrics across Sales, Marketing, and Customer cohort

# Brand performance overview



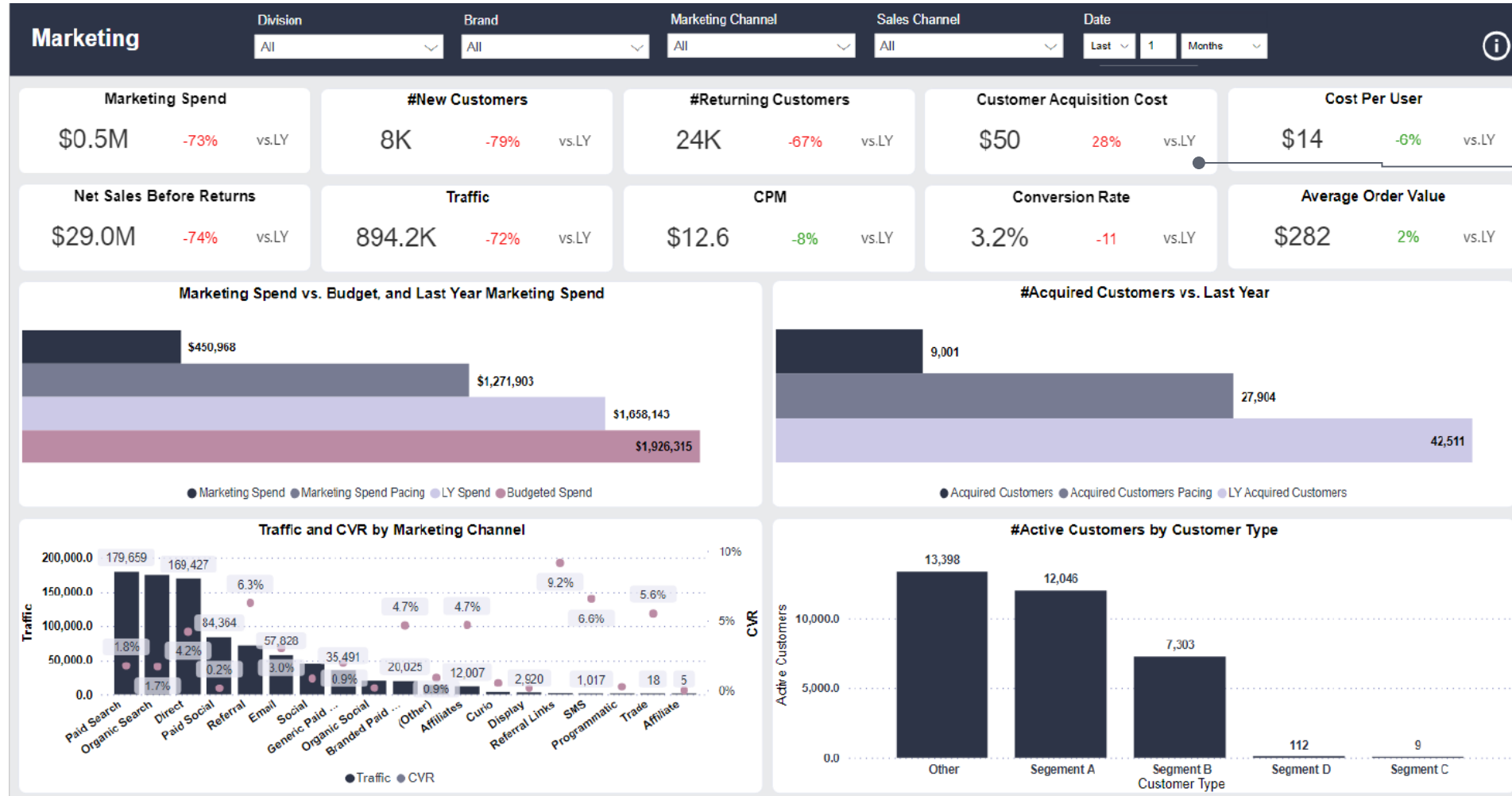
Comparative performance between brands across key metrics and previous year

# Sales overview



Pacing of current month revenue against budget and previous year

# Marketing overview



Key Marketing metrics and YoY performance

# Customer cohort overview

