

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
Data Clean-up and BI Reporting <i>(PERFUME PRODUCTS DATA FROM VARIOUS SYSTEMS WAS REPORTED USING CLOUD-HOSTED EXECUTIVE DASHBOARDS)</i>	Luxury Cosmetics Company	Sanitized and consolidated product master data from discrete sources and developed integrated interactive Sales reporting through executive dishoards	

PRODUCT DATA FROM VARIOUS SYSTEMS WAS SANITIZED AND SALES WERE REPORTED USING CLOUD-HOSTED EXECUTIVE DASHBOARDS

ABOUT THE CLIENT

Client is a US based **luxury cosmetics company**. They had different systems to capture sales from Wholesale, Retail and Online channels with **non-standardized product naming conventions** across systems



SITUATION

- High effort required to track the product level sales across the company due to the **lack of a consolidated sales database**
- Merilytics closely partnered with the Finance team of the brand to harmonize the product information across systems and create accurate sales **reporting dashboards for the management**



VALUE ADDITION

- Harmonized the product information data across discrete systems and helped the brand transition to the new **standardized product hierarchy** based on universal product code (UPC)
- **Consolidated the FY16 and FY17 sales data** from various systems (Revel, ICAT/Magento, QuickBooks) using the standardized product mapping and helped with the clean-up of SKUs
- Setting up a cloud-based data hosting platform to enable **real-time update of the sales data** from discrete systems
- Creating **dynamic and interactive cloud based BI reporting dashboard** for consumption by the management



IMPACT

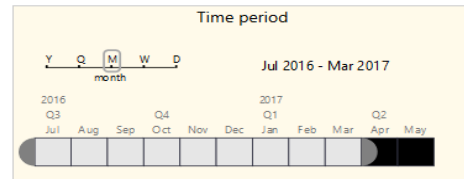
- The harmonized product mapping information enabled the brand to **transition to the new standardized product hierarchy**
- The cloud-based platform **streamlines the sales consolidation process** from different sources for the brand
- The BI dashboard will enable management to **track the accurate product level sales** information and devise accurate product strategies

DATA CLEAN-UP AND ONLINE BI REPORTING DASHBOARD

Source	Old SKU	Raw data description	Old SKU-Description	LL New SKU	Product Description (from UPC list)	Product type	Product Category	Product Sub Category
US QB	050PA44100	ALDEHYDE 44 - EAU DE PARFUM 50ML	050PA44100-ALDEHYDE 44 - EAU DE PARFUM 50ML	050PA44100	ALDEHYDE 44 - EAU DE PARFUM 50ML	PRODUCT	ALDEHYDE 44	EAU DE PARFUM 50ML
US QB	050PB22100	BERGAMOTE 22 - EAU DE PARFUM 50ML	050PB22100-BERGAMOTE 22 - EAU DE PARFUM 50ML	050PB22100	BERGAMOTE 22 - EAU DE PARFUM 50ML	PRODUCT	BERGAMOTE 22	EAU DE PARFUM 50ML
US QB	050PF27100	FLEUR D'ORANGER 27 - EAU DE PARFUM 50ML	050PF27100-FLEUR D'ORANGER 27 - EAU DE PARFUM 50ML	050PF27100	FLEUR D'ORANGER 27 - EAU DE PARFUM 50ML	PRODUCT	FLEUR D'ORANGER 27	EAU DE PARFUM 50ML
US QB	050PI39100	IRIS 39 - EAU DE PARFUM 50ML	050PI39100-IRIS 39 - EAU DE PARFUM 50ML	050PI39100	IRIS 39 - EAU DE PARFUM 50ML	PRODUCT	IRIS 39	EAU DE PARFUM 50ML
US QB	050PL41100	LYS 41 - EAU DE PARFUM 50ML	050PL41100-LYS 41 - EAU DE PARFUM 50ML	050PL41100	LYS 41 - EAU DE PARFUM 50ML	PRODUCT	LYS 41	EAU DE PARFUM 50ML
US QB	050PR31100	ROSE 31 - EAU DE PARFUM 50ML	050PR31100-ROSE 31 - EAU DE PARFUM 50ML	050PR31100	ROSE 31 - EAU DE PARFUM 50ML	PRODUCT	ROSE 31	EAU DE PARFUM 50ML
US QB	050PR31200	ROSE 31 - EAU DE PARFUM 50ML REFILL	050PR31200-ROSE 31 - EAU DE PARFUM 50ML REFILL	050PR31200	ROSE 31 - EAU DE PARFUM 50ML REFILL	PRODUCT	ROSE 31	EAU DE PARFUM 50ML REFILL
US QB	050PS33100	SANTAL 33 - EAU DE PARFUM 50ML	050PS33100-SANTAL 33 - EAU DE PARFUM 50ML	050PS33100	SANTAL 33 - EAU DE PARFUM 50ML	PRODUCT	SANTAL 33	EAU DE PARFUM 50ML
US QB	050PT29100	THÉ NOIR 29 - EAU DE PARFUM 50ML	050PT29100-THÉ NOIR 29 - EAU DE PARFUM 50ML	050PT29100	THÉ NOIR 29 - EAU DE PARFUM 50ML	PRODUCT	THÉ NOIR 29	EAU DE PARFUM 50ML
US QB	050PV46100	VETIVER 46 - EAU DE PARFUM 50ML	050PV46100-VETIVER 46 - EAU DE PARFUM 50ML	050PV46100	VETIVER 46 - EAU DE PARFUM 50ML	PRODUCT	VETIVER 46	EAU DE PARFUM 50ML
US QB	050PV46200	VETIVER 46 - EAU DE PARFUM 50ML REFILL	050PV46200-VETIVER 46 - EAU DE PARFUM 50ML REFILL	050PV46200	VETIVER 46 - EAU DE PARFUM 50ML REFILL	PRODUCT	VETIVER 46	EAU DE PARFUM 50ML REFILL
US QB	100mlBNY	Oslo 100 ml bottles	100mlBNY-Oslo 100 ml bottles	100P000BTL	100ML - GLASS BOTTLE	INGREDIENT	FRAGRANCE MATERIALS FINE/CE	PRIMARY PACKAGING
US QB	100PB22100	BERGAMOTE 22 - EAU DE PARFUM 100ML	100PB22100-BERGAMOTE 22 - EAU DE PARFUM 100ML	100PB22100	BERGAMOTE 22 - EAU DE PARFUM 100ML	PRODUCT	BERGAMOTE 22	EAU DE PARFUM 100ML
US QB	100PB22200	BERGAMOTE 22 - EAU DE PARFUM 100ML REFILL	100PB22200-BERGAMOTE 22 - EAU DE PARFUM 100ML REFILL	100PB22200	BERGAMOTE 22 - EAU DE PARFUM 100ML REFILL	PRODUCT	BERGAMOTE 22	EAU DE PARFUM 100ML REFILL
US QB	100PC28200	CUIR 28 - CE Dubai - EAU DE PARFUM 100ML REFILL	100PC28200-CUIR 28 - CE Dubai - EAU DE PARFUM 100ML REFILL	100PC28200	CUIR 28 - EAU DE PARFUM 100ML REFILL	PRODUCT	CUIR 28	EAU DE PARFUM 100ML REFILL
US QB	100PJ17100	JASMIN 17 - EAU DE PARFUM 100ML	100PJ17100-JASMIN 17 - EAU DE PARFUM 100ML	100PJ17100	JASMIN 17 - EAU DE PARFUM 100ML	PRODUCT	JASMIN 17	EAU DE PARFUM 100ML
US QB	100PL41100	LYS 41 - EAU DE PARFUM 100ML	100PL41100-LYS 41 - EAU DE PARFUM 100ML	100PL41100	LYS 41 - EAU DE PARFUM 100ML	PRODUCT	LYS 41	EAU DE PARFUM 100ML
US QB	100PP24100	PATCHOULI 24 - EAU DE PARFUM 100ML	100PP24100-PATCHOULI 24 - EAU DE PARFUM 100ML	100PP24100	PATCHOULI 24 - EAU DE PARFUM 100ML	PRODUCT	PATCHOULI 24	EAU DE PARFUM 100ML
US QB	100PR31100	ROSE 31 - EAU DE PARFUM 100ML	100PR31100-ROSE 31 - EAU DE PARFUM 100ML	100PR31100	ROSE 31 - EAU DE PARFUM 100ML	PRODUCT	ROSE 31	EAU DE PARFUM 100ML
US QB	100PS33100	SANTAL 33 - EAU DE PARFUM 100ML	100PS33100-SANTAL 33 - EAU DE PARFUM 100ML	100PS33100	SANTAL 33 - EAU DE PARFUM 100ML	PRODUCT	SANTAL 33	EAU DE PARFUM 100ML
US QB	100PS33100ELC	SANTAL 33 - EAU DE PARFUM 100ML	100PS33100ELC-SANTAL 33 - EAU DE PARFUM 100ML	100PS33100	SANTAL 33 - EAU DE PARFUM 100ML	PRODUCT	SANTAL 33	EAU DE PARFUM 100ML
US QB	100PS33200	SANTAL 33 - EAU DE PARFUM 100ML REFILL	100PS33200-SANTAL 33 - EAU DE PARFUM 100ML REFILL	100PS33200	SANTAL 33 - EAU DE PARFUM 100ML REFILL	PRODUCT	SANTAL 33	EAU DE PARFUM 100ML REFILL
US QB	100PT29100	THÉ NOIR 29 - EAU DE PARFUM 100ML	100PT29100-THÉ NOIR 29 - EAU DE PARFUM 100ML	100PT29100	THÉ NOIR 29 - EAU DE PARFUM 100ML	PRODUCT	THÉ NOIR 29	EAU DE PARFUM 100ML
US QB	100PY49100	YLANG 49 - EAU DE PARFUM 100ML	100PY49100-YLANG 49 - EAU DE PARFUM 100ML	100PY49100	YLANG 49 - EAU DE PARFUM 100ML	PRODUCT	YLANG 49	EAU DE PARFUM 100ML
US QB	12upLabelNY	Vintage Candle Label 12 up per label	12upLabelNY-Vintage Candle Label 12 up per label	12upLabelNY	Vintage Candle Label 12 up per label	PRODUCT	Vintage Candle Label 12 up per label	EAU DE PARFUM 100ML
US QB	15mlBNY	15 ml Bottles	15mlBNY-15 ml Bottles	15mlBNY	15 ml Bottles	PRODUCT	15 ml Bottles	EAU DE PARFUM 100ML
US QB	3x3NY	Corrugated 3 x 3 paper E-Kraft Single Faced Custom Cut Squares for 100 3x3NY-Corrugated 3 x 3 paper	3x3NY-Corrugated 3 x 3 paper E-Kraft Single Faced Custom Cut Squares for 100 3x3NY-Corrugated 3 x 3 paper	3x3NY	Corrugated 3 x 3 paper E-Kraft Single Faced Custom Cut Squares for 100 3x3NY-Corrugated 3 x 3 paper	PRODUCT	Corrugated 3 x 3 paper E-Kraft Single Faced Custom Cut Squares for 100 3x3NY-Corrugated 3 x 3 paper	EAU DE PARFUM 100ML
US QB	7mlDropNY	7ml Amulet bottle dropper	7mlDropNY-7ml Amulet bottle dropper	7mlDropNY	7ml Amulet bottle dropper	PRODUCT	7ml Amulet bottle dropper	EAU DE PARFUM 100ML
US QB	A13P100ML	ANOTHER 13 - EAU DE PARFUM 100ML	A13P100ML-ANOTHER 13 - EAU DE PARFUM 100ML	A13P100ML	ANOTHER 13 - EAU DE PARFUM 100ML	PRODUCT	ANOTHER 13	EAU DE PARFUM 100ML
US QB	A13P100MLELC	ANOTHER 13 EDP 100ml	A13P100MLELC-ANOTHER 13 EDP 100ml	A13P100MLELC	ANOTHER 13 EDP 100ml	PRODUCT	ANOTHER 13	EAU DE PARFUM 100ML
US QB	A13P50ML	ANOTHER 13 - EAU DE PARFUM 50ML	A13P50ML-ANOTHER 13 - EAU DE PARFUM 50ML	A13P50ML	ANOTHER 13 - EAU DE PARFUM 50ML	PRODUCT	ANOTHER 13	EAU DE PARFUM 50ML
US QB	A13R100ML	ANOTHER 13 - EAU DE PARFUM 100ML REFILL	A13R100ML-ANOTHER 13 - EAU DE PARFUM 100ML REFILL	A13R100ML	ANOTHER 13 - EAU DE PARFUM 100ML REFILL	PRODUCT	ANOTHER 13	EAU DE PARFUM 100ML REFILL

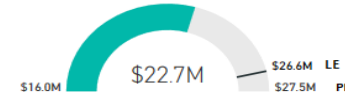
Created the harmonized product master mapping file standardizing the SKUs across systems

Online BI dashboard created on Microsoft PowerBI platform with powerful cross-filtering visualizations

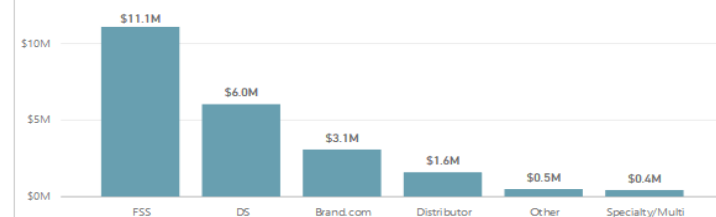


Product performance report

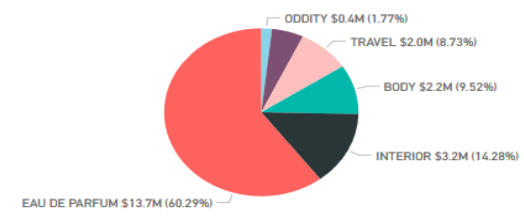
Net sales-Company level



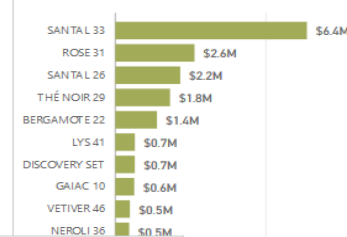
Net sales by channel



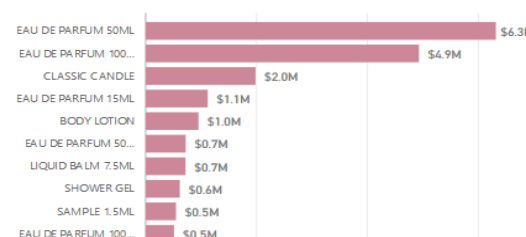
Net sales by product class



Top 10 fragrances



Top 10 product categories



Top 10 products

