# Operations reporting on DOMO

## Car wash services provider

Designed and built a centralized data repository on DOMO to provide comprehensive reporting solution and leveraged the data repository to provide visibility into key operations KPIs and enable performance benchmarking across different locations.

# Car wash services provider company needs to gain real-time visibility in operations on DOMO

**Picture this…**

You're looking for integration of multiple data sources into a centralized data repository, create a single source of truth for reporting, identify key metrics with standardized definitions and deploy a visualization layer on DOMO to provide real-time visibility into its business performance. Lack of a centralized repository connecting all data sources resulted in inaccuracies and mismatch across different reports.

**You turn to Accordion.**

We partner with your team to design and build a centralized data repository on DOMO to provide comprehensive reporting solution and leveraged the data repository to provide visibility into key operations KPIs and enable performance benchmarking across different locations, including:

1) Designing and implementing a scalable data architecture on DOMO integrating all the data sources and having a single source of truth through reliable and standardized data ingestion/transformation processes and robust data quality measures

2) Designing and developing Operations Scorecards (Daily, Weekly and Monthly) across all locations to track key metrics such as sales, volumes, memberships (ARMs), membership gains/losses, Customer churn, labor, chemical costs, and other productivity metrics, for key business decisions

3) Creating Data Cubes to address the challenges related to the inaccessibility of POS transactions data, existing report maintenance and ad-hoc data pull requests. This enabled seamless access to pertinent data and aided in performing ad-hoc analytics.

4) Setting up formalized access control management process to onboard users and assign personalized data permissions to maintain data security and compliance

**Your value is enhanced.**

You have optimized and streamlined data consolidation and reporting processes on DOMO reducing the execution time by 30% compared. You have also analyzed the labor hours (regular and overtime) data and identified an opportunity to save ~ $70K per month by optimizing staffing at key locations during rush hours.

**KEY RESULT**

- ~30% ETL time reduced
- ~$70K saved per month

**VALUE LEVERS PULLED**

- Data warehousing, performance tracking and BI reporting
- Operations analysis

ACCORDION

# Operations reporting on DOMO for car wash services provider

### Situation

- Client leveraged sales, transactions, financial and labor data from multiple data sources such as DRB POS system, ADP, Dynamics 365, etc., for its reporting/analytics requirements. However, lack of a centralized repository connecting all data sources resulted in inaccuracies and mismatch across different reports. Also, there was an opportunity to standardize operational and financial metrics and to enable consistent benchmarking across various reporting needs.

- Partnered with the client to integrate multiple data sources into a centralized data repository, create a single source of truth for reporting, identify key metrics with standardized definitions and deploy a visualization layer on DOMO to provide real-time visibility into its business performance
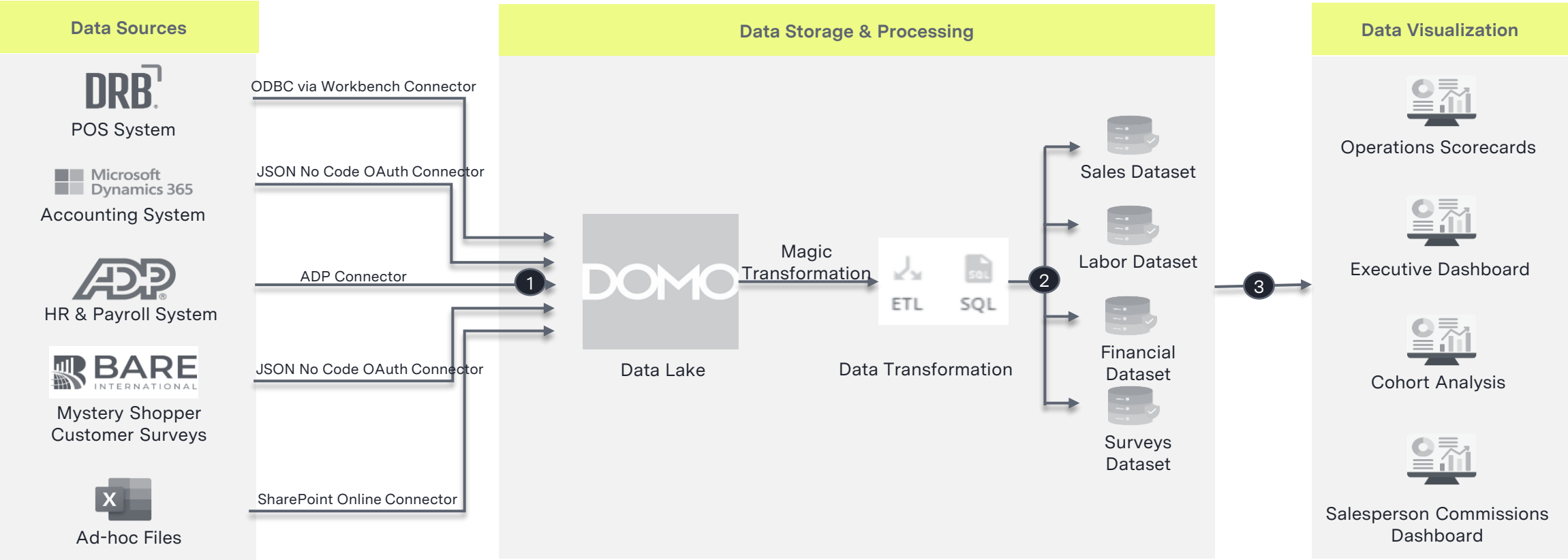
### Accordion Value Add

- Designed and implemented a scalable data architecture on DOMO integrating all the data sources and having a single source of truth through reliable and standardized data ingestion/transformation processes and robust data quality measures

- Designed and developed Operations Scorecards (Daily, Weekly and Monthly) across all locations to track key metrics such as sales, volumes, memberships (ARMs), membership gains/losses, Customer churn, labor, chemical costs, and other productivity metrics, for key business decisions

- Created Data Cubes to address the challenges related to the inaccessibility of POS transactions data, existing report maintenance and ad-hoc data pull requests. This enabled seamless access to pertinent data and aided in performing ad-hoc analytics.

- Setup formalized access control management process to onboard users and assign personalized data permissions to maintain data security and compliance

### Impact

- Optimized and streamlined data consolidation and reporting processes on DOMO reducing the execution time by 30% compared to previous processes, enabling near real-time tracking and benchmarking of memberships, customer behavior, and operational performance for each location

- Analyzed the labor hours (regular and overtime) data and identified an opportunity to save ~ $70K per month by optimizing staffing at key locations during rush hours
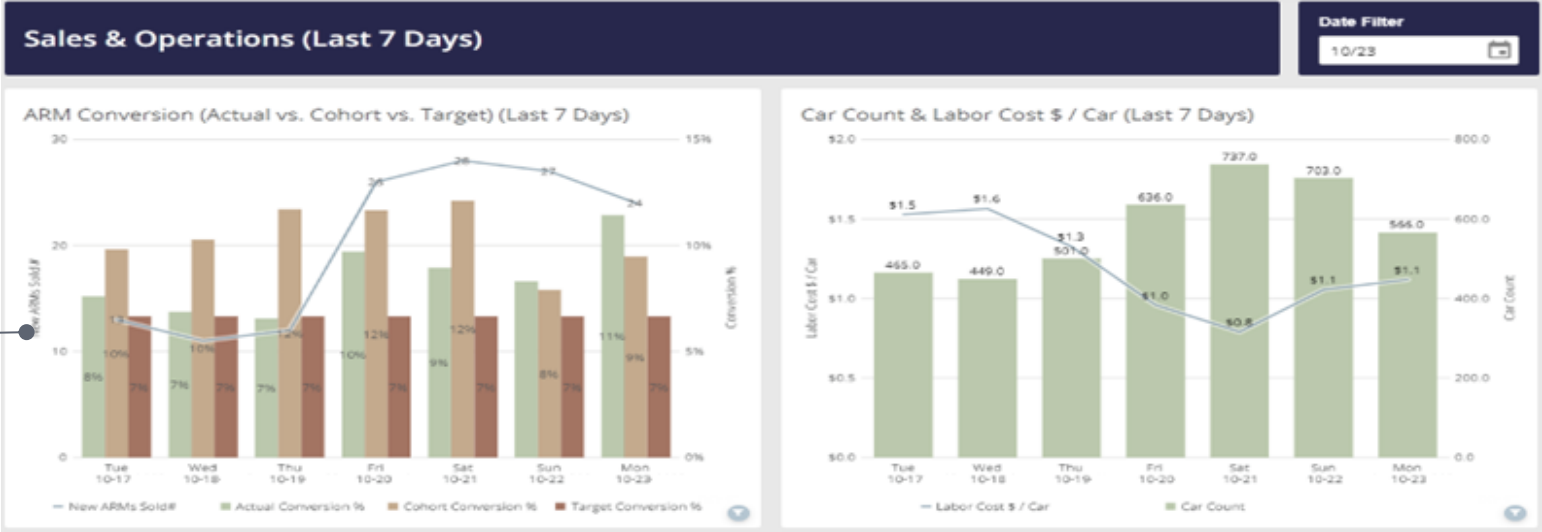
# Methodology/ approach



**Data Sources**

- DRB — POS System
- Microsoft Dynamics 365 — Accounting System
- ADP — HR & Payroll System
- BARE INTERNATIONAL — Mystery Shopper Customer Surveys
- X — Ad-hoc Files

Connectors:
- ODBC via Workbench Connector
- JSON No Code OAuth Connector
- ADP Connector
- JSON No Code OAuth Connector
- SharePoint Online Connector

**Data Storage & Processing**

- DOMO — Data Lake
- Magic Transformation → Data Transformation (ETL, SQL)
- Sales Dataset
- Labor Dataset
- Financial Dataset
- Surveys Dataset

**Data Visualization**

- Operations Scorecards
- Executive Dashboard
- Cohort Analysis
- Salesperson Commissions Dashboard

1. Collated and ingest data from multiple sources by leveraging DOMO connectors to Data lake automated at a recurring cadence
2. Built analytical datasets by transforming the raw data directly from data lake using Magic transformations tools
3. Designed and implemented visualizations, dynamic calculations using Beast modes in DOMO to automate analysis and reporting.
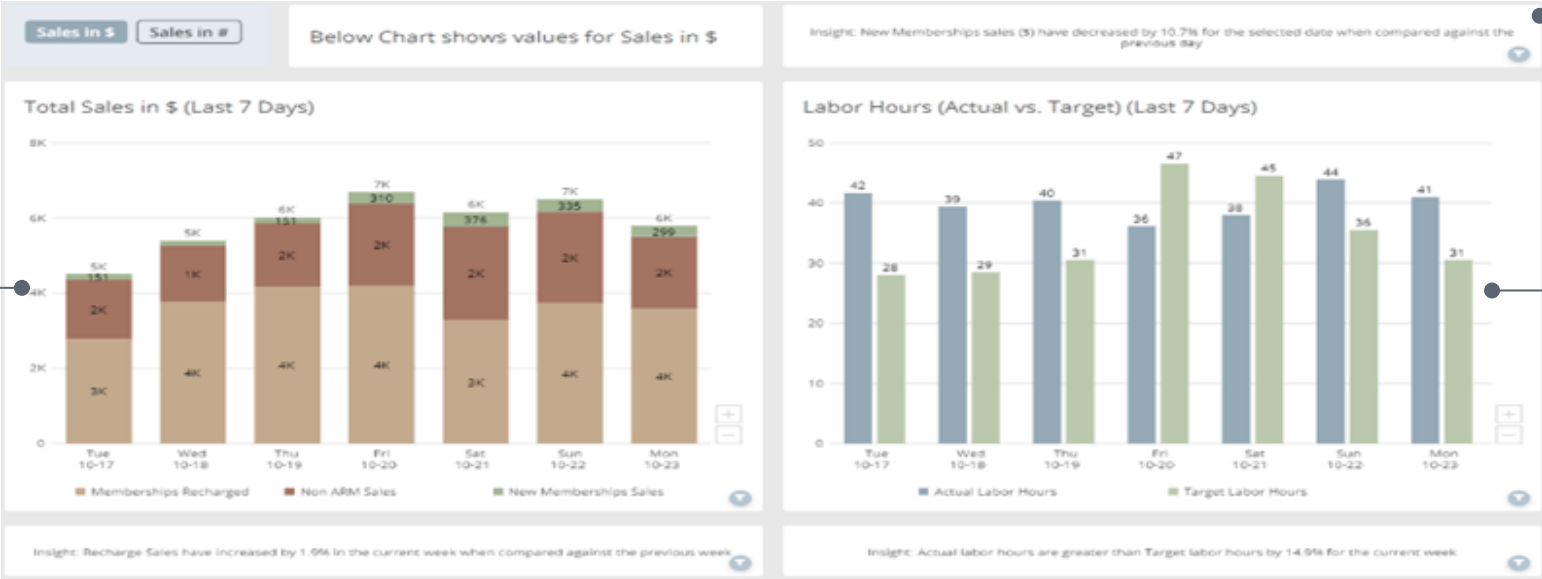
# Daily operations trends dashboard



**Trend of recurring plans, memberships sales and volumes**
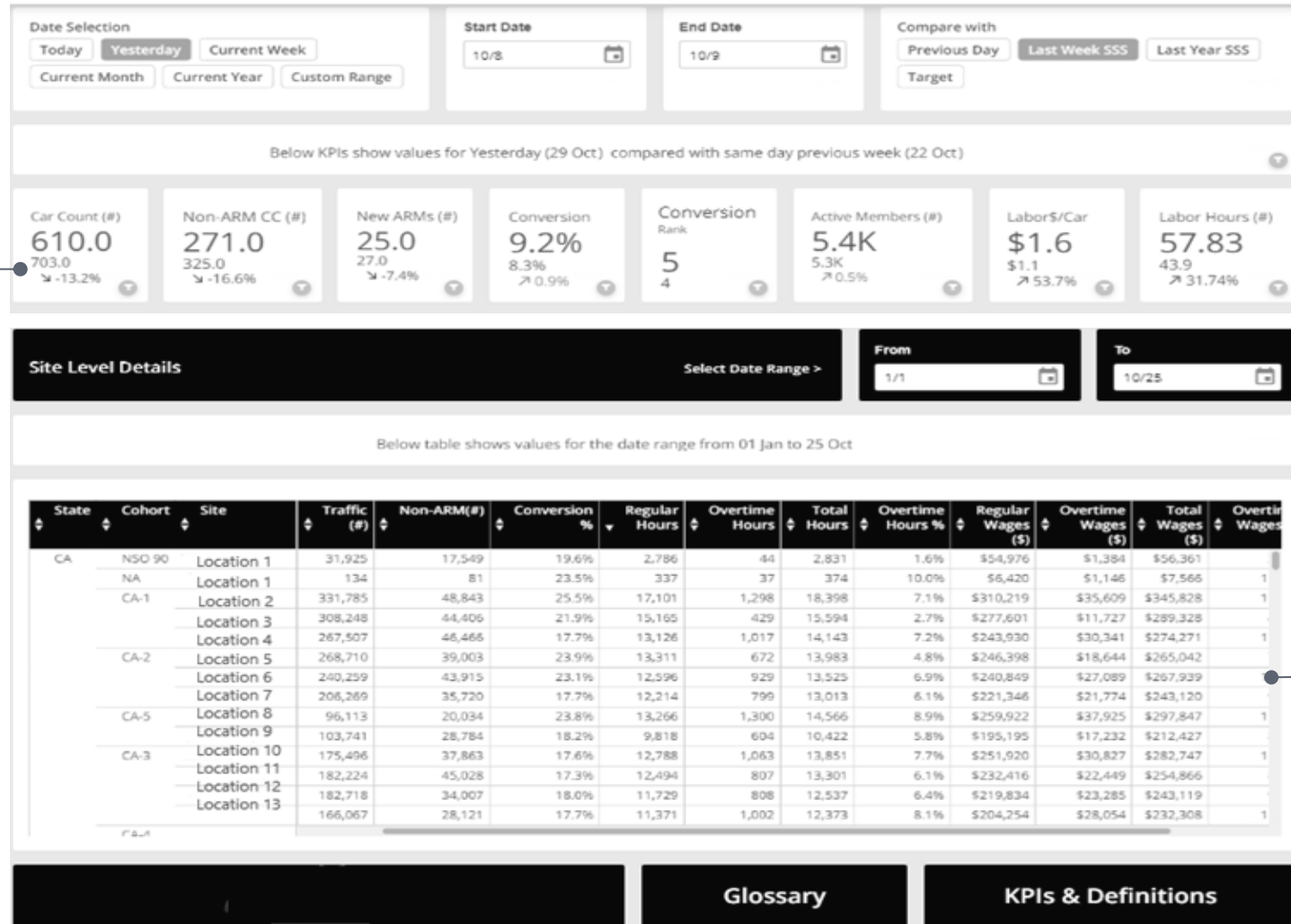
**Insights driven by latest trends**

**Daily Sales breakdown by wash/item types**

**Labor hours comparison with targets to track productivity**

# Daily operations scorecard

**Key performance indicators with flexibility to benchmark using historical data or targets**



**Location level operational information and performance metrics**