

SUCCESS STORIES - SUMMARY

Project Name	Client	Brief Description	Key Analyses
Sales reporting BI Dashboards	Luxury Cosmetics Company	Sanitized and consolidated product master data from discrete sources and created integrated interactive sales reporting on Power BI for the management	Power BI dashboards for management

SALES REPORTING BI DASHBOARDS FOR LUXURY COSMETICS COMPANY

ABOUT THE CLIENT

Client is US based **luxury cosmetics company** primarily in the online space.

SITUATION



- Client has different systems to capture sales from Wholesale, Retail and Online channels with non-standardized product naming conventions across systems
- 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



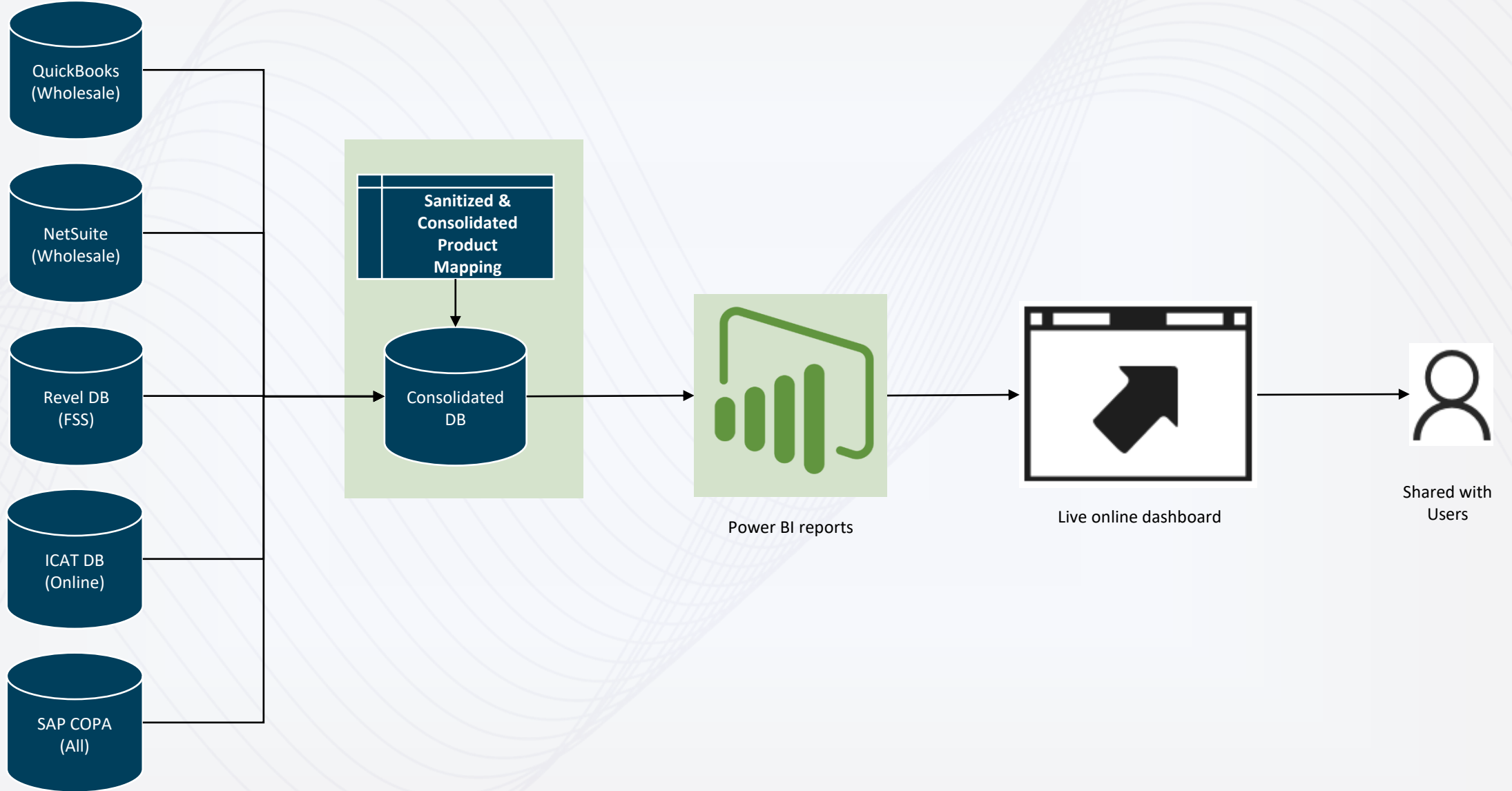
- Harmonized the product information data across discrete systems and helped the brand transition to the new standardized product hierarchy based on universal product code (UPC)
- Consolidated the FY17 to FY20 sales data from various systems (Revel, ICAT/Magento, QuickBooks and SAP) using the standardized 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

APPROACH & METHODOLOGY

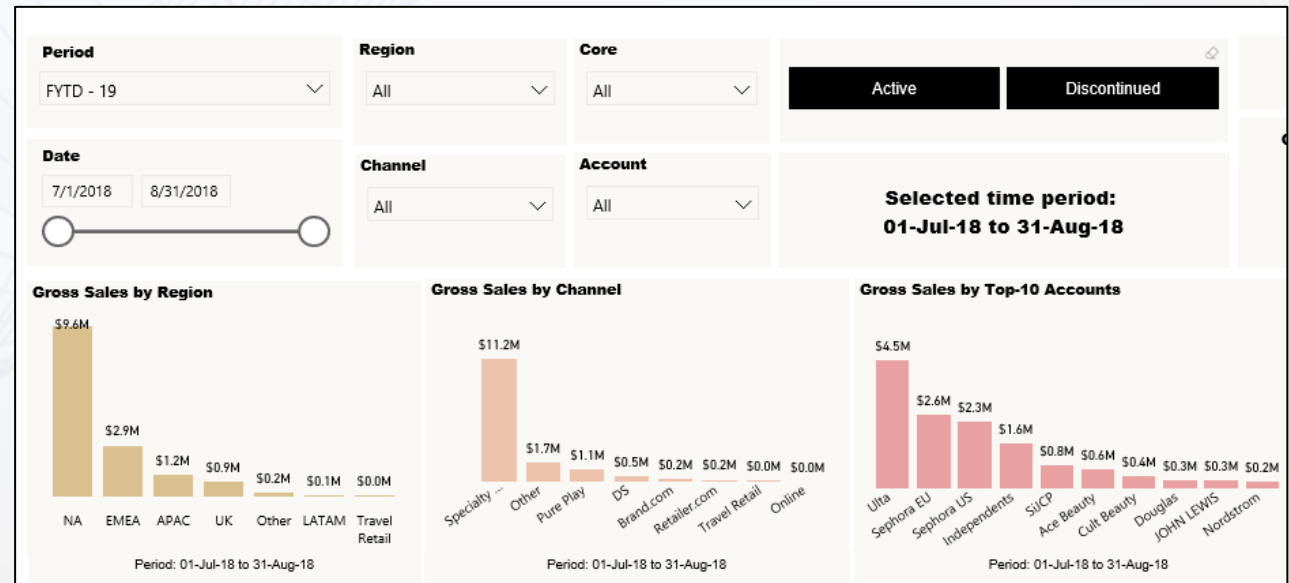


PRODUCT MASTER MAPPING AND ONLINE BI REPORTING DASHBOARD

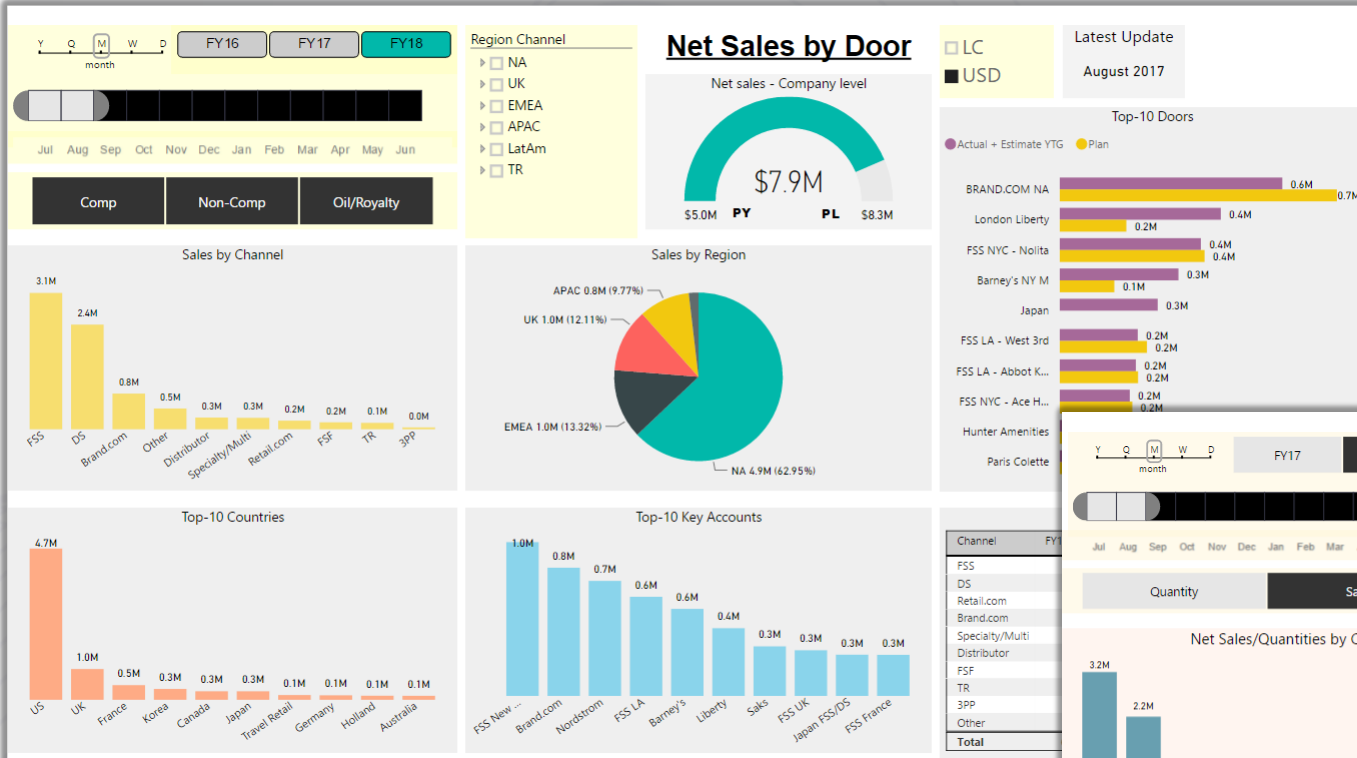
Source	Old SKU	Raw data description	Old SKU-Description	LL New SKU	Product Description (from UPC list)	Product type	Product Category	Product Sub Category
US QB	050PA44100	ALDEHYDE 44 - EAU DE PARFUM 50ML	050PA44100-ALDEHYDE 44 - EAU DE PARFUM 50ML	050PA44100	ALDEHYDE 44 - EAU DE PARFUM 50ML	PRODUCT	ALDEHYDE 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	100mIBNY	Oslo 100 ml bottles	100mIBNY-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	V125000000	VINTAGE LABEL 12-UP (SHEETS)	INGREDIENT	VINTAGE CANDLE MATERIALS	PRIMARY PACKAGING
US QB	15mlIBNY	15 ml Bottles	15mlIBNY-15 ml Bottles	015P000BTL	15ML - GLASS BOTTLE	INGREDIENT	FRAGRANCE MATERIALS FINE/CE	PRIMARY PACKAGING
US QB	3x3NY	Corrugated 3 x 3 paper E-Kraft Single Faced Custom Cut Squares for 10	3x3NY-Corrugated 3 x 3 paper E-Kraft Single Faced Custom Cut Squares for 10	TRTU0003K3	3 X 3 CORRUGATE	INGREDIENT	SAMPLE PROGRAM	SECONDARY PACKAGING
US QB	7mlDropNY	7ml Amulet bottle dropper	7mlDropNY-7ml Amulet bottle dropper	AMULU000TOP	AMULET - BOTTLE DROPPER	INGREDIENT	AMULET MATERIALS	PRIMARY PACKAGING
US QB	A13P100ML	ANOTHER 13 - EAU DE PARFUM 100ML	A13P100ML-ANOTHER 13 - EAU DE PARFUM 100ML	100PA13100	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	100PA13100	ANOTHER 13 - EAU DE PARFUM 100ML	PRODUCT	ANOTHER 13	EAU DE PARFUM 100ML
US QB	A13P50ML	ANOTHER 13 - EAU DE PARFUM 50ML	A13P50ML-ANOTHER 13 - EAU DE PARFUM 50ML	050PA13100	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	100PA13200	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
Power BI platform with
powerful cross-filtering
visualizations

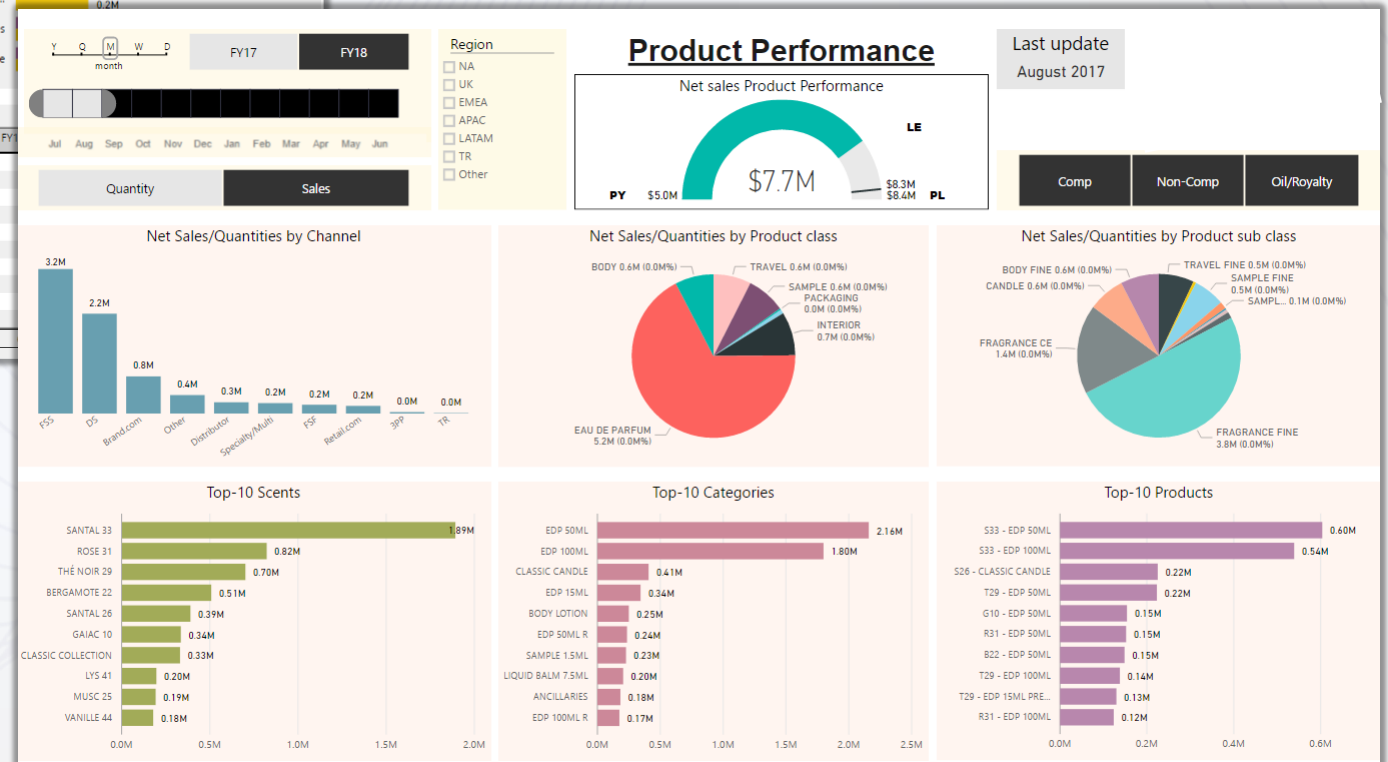


SALES PERFORMANCE DASHBOARD

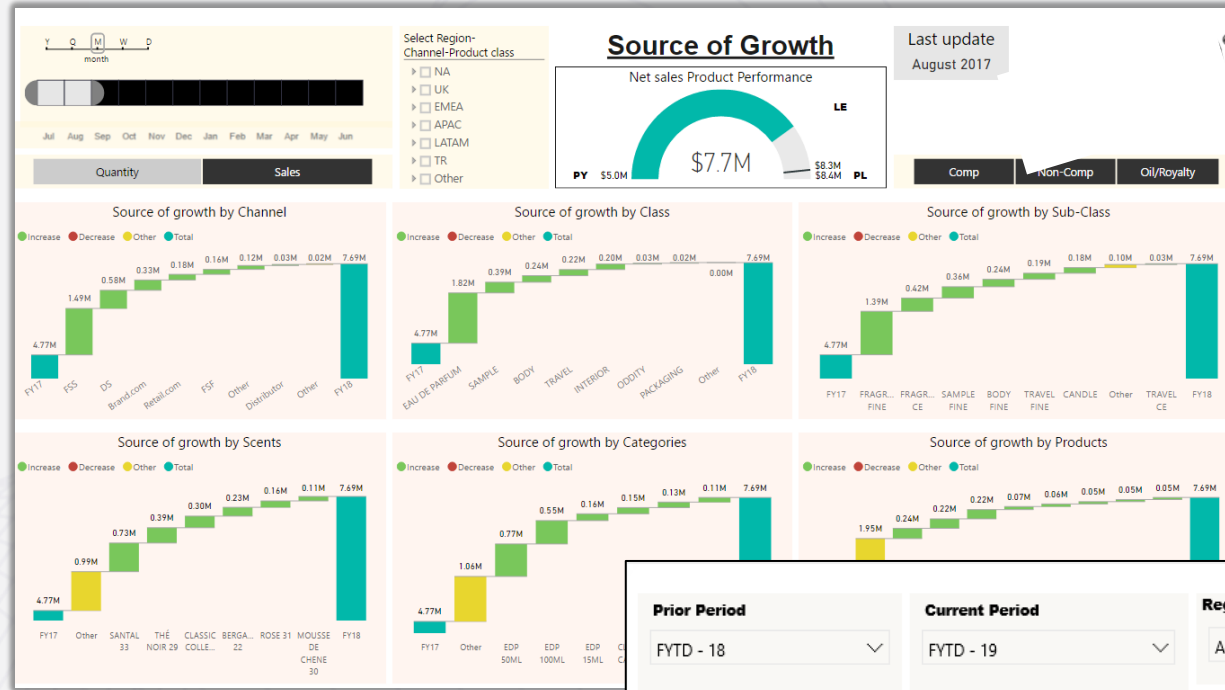


Net Sales by Door dashboard for client

Product performance view showing the sales at various product hierarchy levels for client



GROWTH PERFORMANCE DASHBOARD



Source of growth dashboard at various product hierarchy levels for client

Prior year comparison dashboard for client

