CASE STUDY

SmartWay Transportation, a non-asset-based logistics provider, partnered with Armely, LLC to implement a comprehensive data analytics solution using Power BI. This transformation enabled SmartWay to consolidate data, gain critical business insights, and make data-driven decisions that drove significant improvements in carrier management, sales profitability, and overall financial performance.

SmartWay Transportation LLC is a non-asset-based logistics provider based in Kansas City, Missouri. They offer a variety of transportation solutions, including:

- **Full and partial truckload:** Flatbed, reefer, specialty, and dry van services.

- **Logistics management:** Tailored solutions for diverse customer needs.

- **Network of carriers:** Access to a vast network of reliable carriers across the United States.

With steady growth and expansion, the company needed a more effective way to analyze data, identify trends and make data-driven decisions. SmartWay partnered with Armely to implement a business changing data analytics solution to address the following challenges.

Data silos: Data was scattered across various systems, making it difficult to get a complete view of the business.

Manual reporting: Time-consuming and error-prone manual processes for creating reports.

Lack of insights: Difficulty in identifying trends, patterns, and areas for improvement.

Fragmented Reporting for Executives: The executive team received periodic reports from different departments, but this lacked integration and did not provide a comprehensive, real-time view of the company's overall financial and operational health.

Solution: Power BI Implementation

To address these challenges, SmartWay decided to implement a Power BI solution to centralize and analyze their data. The key components of the implementation included:

1. **Data Integration**: SmartWay connected its various data sources, including the transportation management system, CRM, and accounting software, to a centralized data warehouse. This enabled the consolidation of all relevant data into a single, unified platform.

2. **Dashboard Development**: Our team worked closely with stakeholders from different departments to design and develop a suite of interactive dashboards and reports. These included:

   - Load Factoring Dashboard: Provided insights into load volumes, revenue per load, cost per load, and other key metrics to optimize freight operations.

   - Sales Performance Dashboard: Enabled the sales team and management to track individual and team-level sales metrics, such as revenue, win/loss rates, and customer engagement.

   - Executive Dashboard: Offered a comprehensive, real-time view of the company's financial performance, operational KPIs, and strategic initiatives.

3. **Data Modeling and Analysis**: The Power BI team built complex data models to enable advanced analytics, such as trend analysis, scenario planning, and predictive forecasting. This allowed SmartWay to uncover hidden insights and make more informed, data-driven decisions.

4. **Training and Adoption**: To ensure successful user adoption, the Power BI team provided comprehensive training to all relevant stakeholders, including hands-on workshops and ongoing support. This helped the employees at SmartWay to fully understand and leverage the capabilities of the Power BI solution.

Results and Benefits

The implementation of the Power BI solution at SmartWay Company yielded significant benefits:

1. Improved Carrier Management: The carrier performance dashboard allowed the logistics team to identify the most reliable and cost-effective carriers, leading to reduction in transportation costs.

2. Enhanced Sales and Profitability Insights: The sales and profitability dashboard enabled the sales team to optimize pricing, target the most profitable customers, and improve overall margins.

3. Streamlined Reporting and Informed Decision-Making: The executive dashboard provided the leadership team with a comprehensive, real-time view of the company's financial and operational performance, enabling them to make more informed, data-driven decisions that drove an increase in profitability.

4. Increased Agility and Responsiveness: The Power BI solution's ability to quickly integrate and analyze data from various sources allowed SmartWay to respond more effectively to market changes, customer needs, and emerging industry trends.

Overall, the implementation of the Power BI solution at SmartWay has transformed the way the company uses data to drive business performance and achieve its strategic objectives as a non-asset-based logistics provider.

ABOUT ARMELY

We are a technology company focusing on Business Intelligence, Data Analytics, and Visualization, notably on Microsoft, AWS, Salesforce (Tableau), and GCP. We make Big Data Simple for our customers by taking a vendor-agnostic approach to ensure you get the best of the technology. Our vision to Empower Organizations to achieve more through Data allows us to corral data and turn it into actionable insights. We strive to be your strategic partner and adviser in your Business Intelligence, Data Analytics, and Visualization and Automation journey.

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