



BUSINESS INTELLIGENCE & BUSINESS ANALYTICS

ANALYTICAL STRATEGY PRESENTATION

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PINEAPPLE

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ABOUT US



We constitute a skilled team of Data Analysts recruited by Pineapple, a US-based electronic product reselling company, with the aim of establishing a robust consumer foundation and boosting revenue.



Our team encompasses individuals with varied industry expertise in Salesforce CRM, Business Strategy, and Business Analytics.



OUR TEAM



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GAP ANALYSIS

Current State

- No proper customer base
- Price point unawareness
- Dependence only on Vendor Quotation

- No customer satisfaction tracking

- Average days to close a case - 12

- No performance insight for business and Lack of pipelines and visualizations

Action Plan

- Readily available Deprecation model Data
- Appropriate price point knowledge

- Regular survey on Sales
- NPS score measurement using visualization.

- Leveraging CRM and task allocation to dedicated teams
- Task Management within timeframe.

- CRM Integration
- Task allocation to dedicated teams
- Power BI Integration

Desired State

- Eliminating customer over-expenses.
- Creating a customer base leveraging justified market price products

- Increase in customer satisfaction
- NPS score tracking.

- Required days for closing a case should be ≤ 7

- Complete insight on business
- Transparent understanding of Sales pipeline

STRATEGIES



- Intensive study of the company's existing data and workflow structure.
- Creating a product depreciation model based on the life of the asset.



Integrating Salesforce CRM to streamline the Sales and Service workflow.



Implementing Power BI to create insightful visualization of the Sales, Revenue, and to track customer satisfaction by implementing NPS score.



PINEAPPLE

CRM



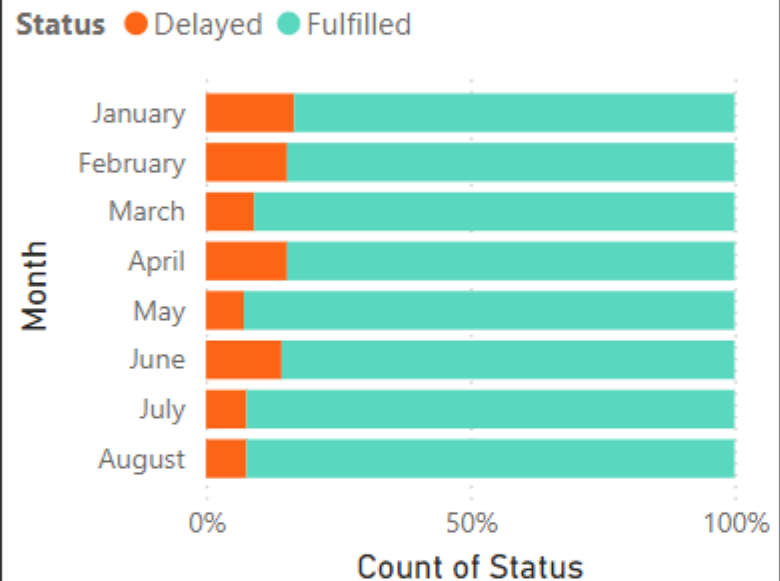
- The objects used for the CRM Process are:
Accounts, Contacts, Leads, Opportunities, Sales Order, Quotes, Product, Contact, Email Template.
- The Profiles used for the CRM Process are:
Admin, Stakeholders, Sales, Services
- The CRM process involves efficient email communication from customer inquiries to order delivery, facilitating seamless interactions between customers and sales representatives. We've crafted specific email templates for various scenarios.

DASHBOARD

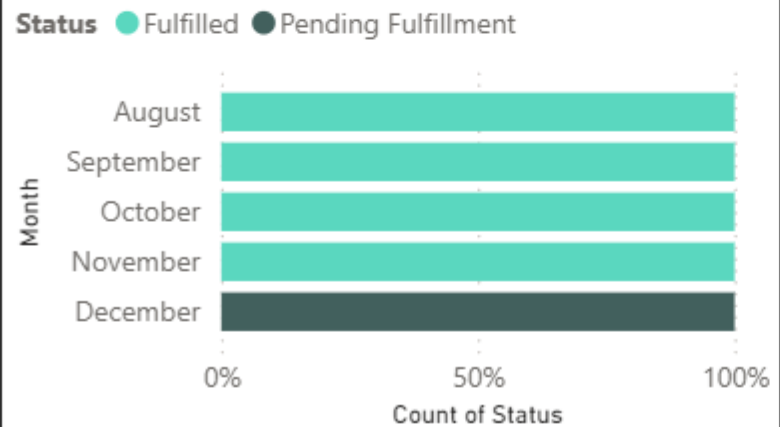
Sales Dashboard (Analytical FMCG)



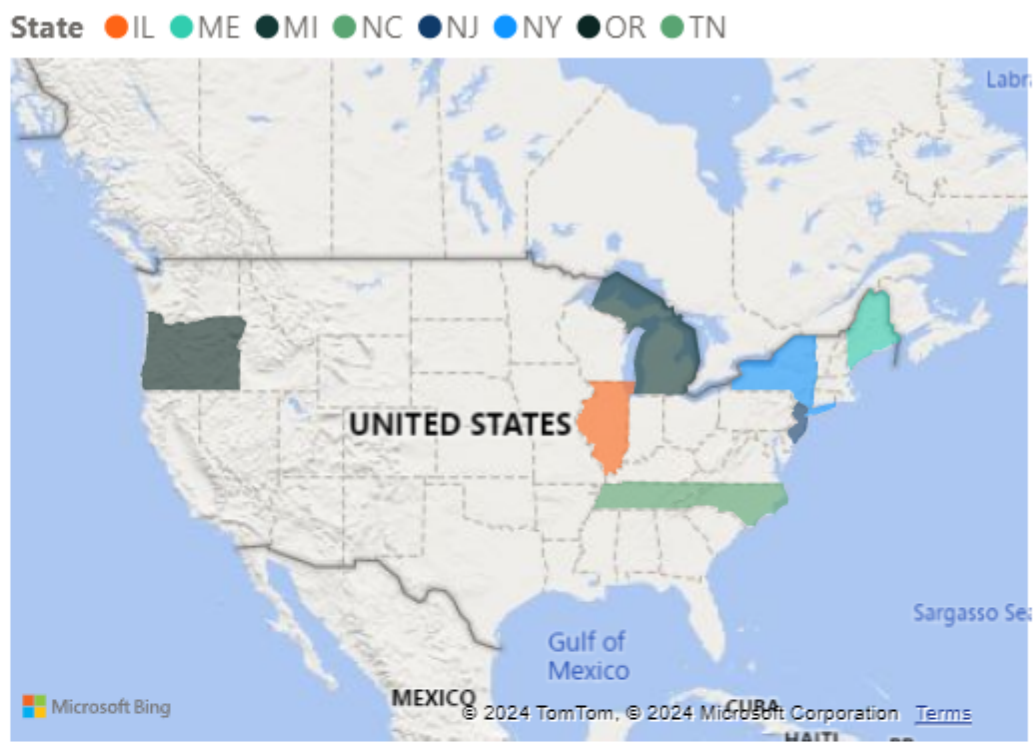
Sales before Collaboration



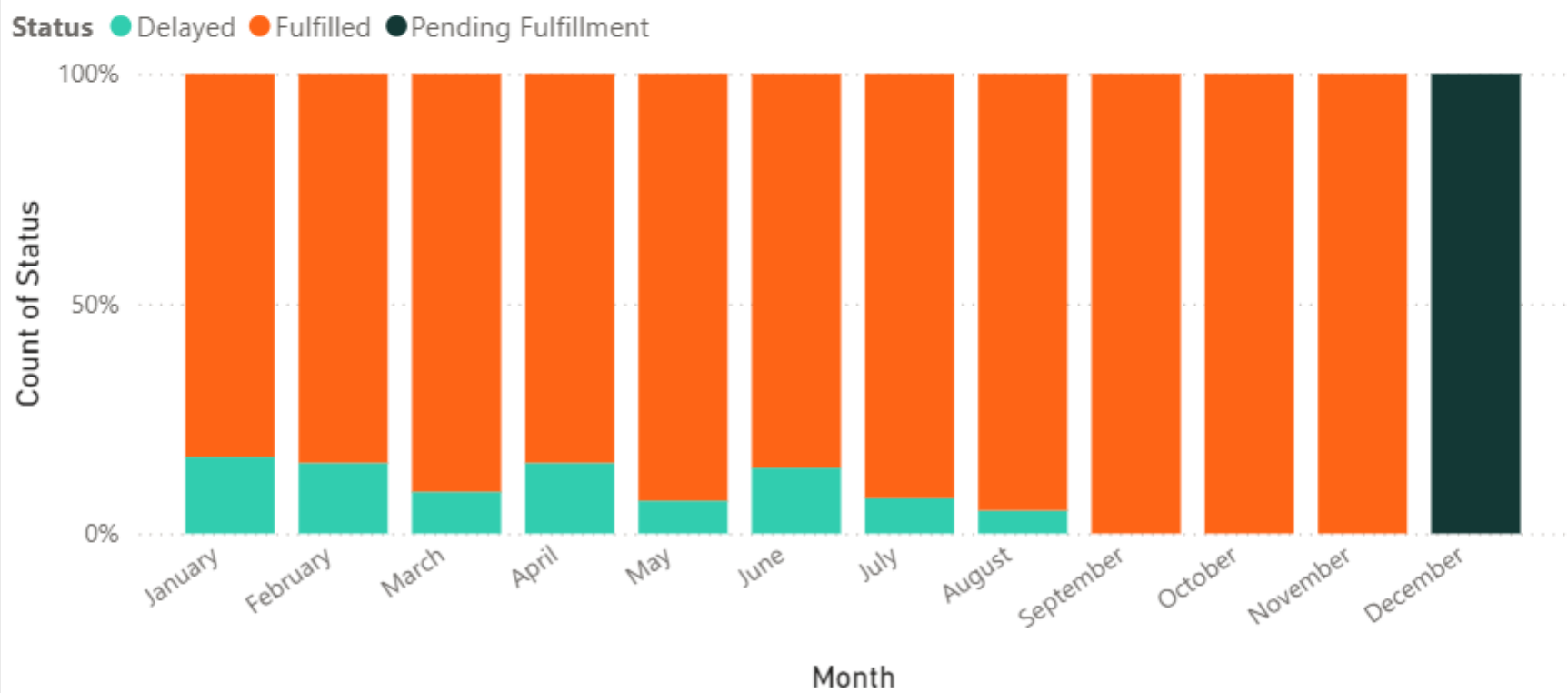
Sales after Collaboration



Geographic Sales Distribution

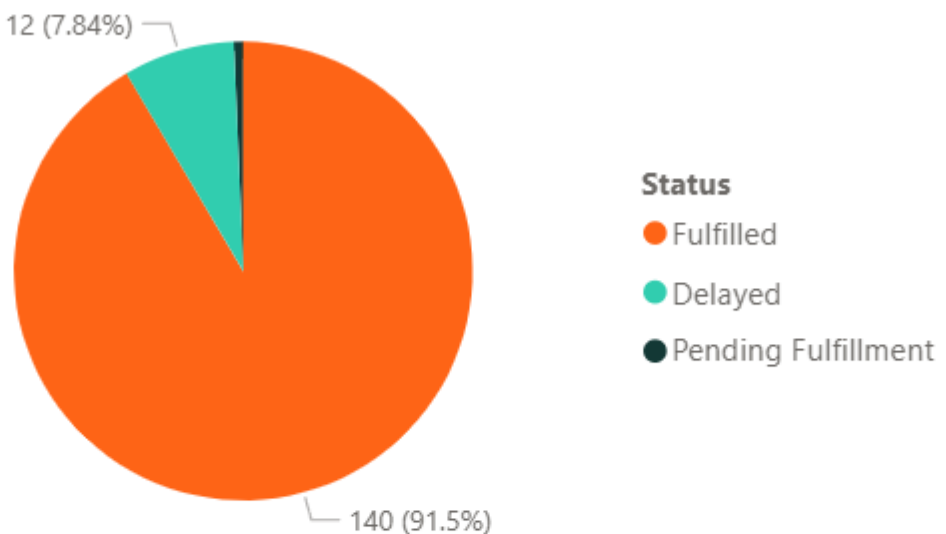


Overall Sales 2023

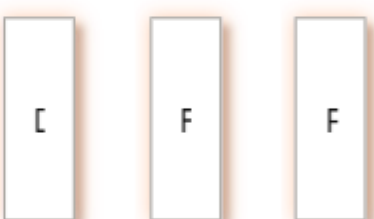


SALES DASHBOARD

Sales Distribution as per Status



Status of Sales



No of Products Sold

902

No of Orders

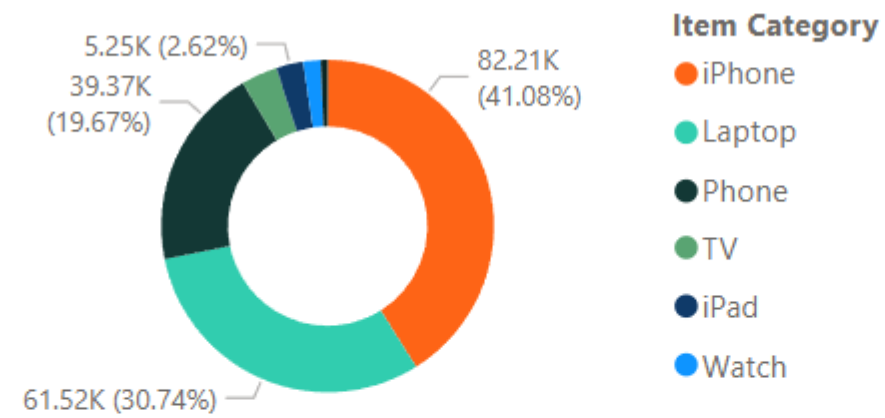
153

DASHBOARD

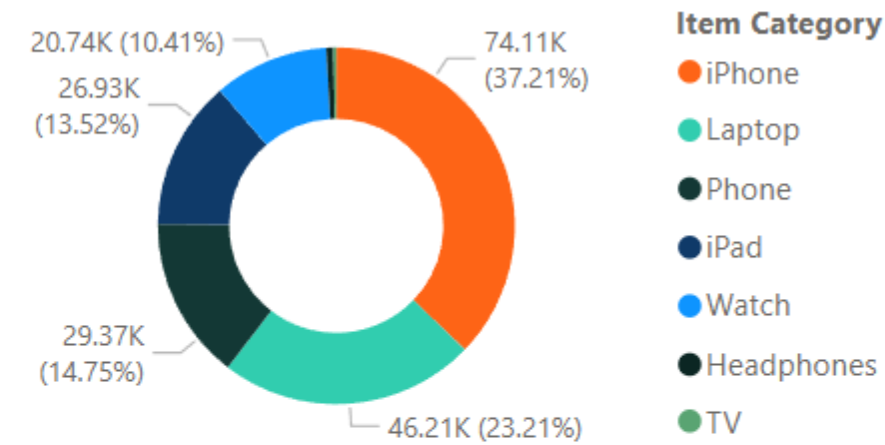
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Revenue Dashboard

Revenue Distribution per Category Before Collaboration

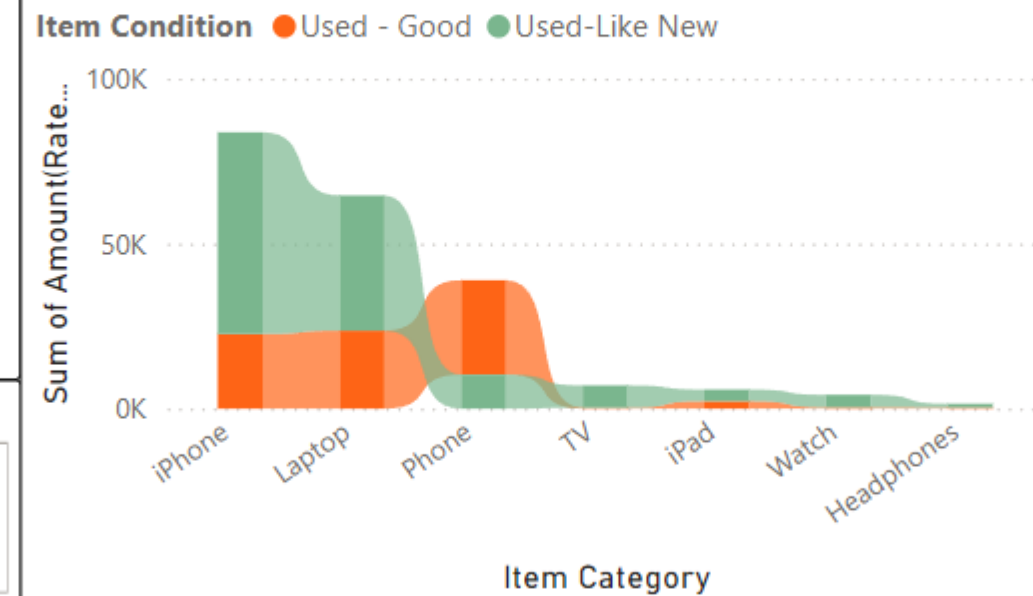


Revenue Distribution per Category After Collaboration



Revenue Dashboard

Revenue Growth as per Category



Products Sold

361

Total Revenue

200.14K

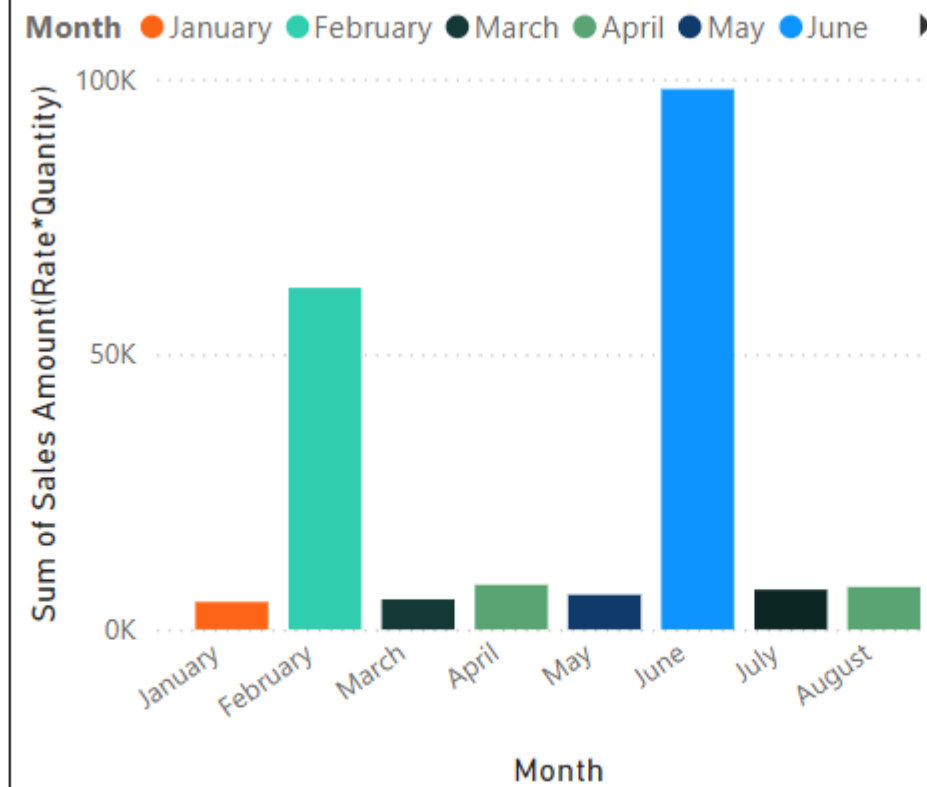
Products Sold

541

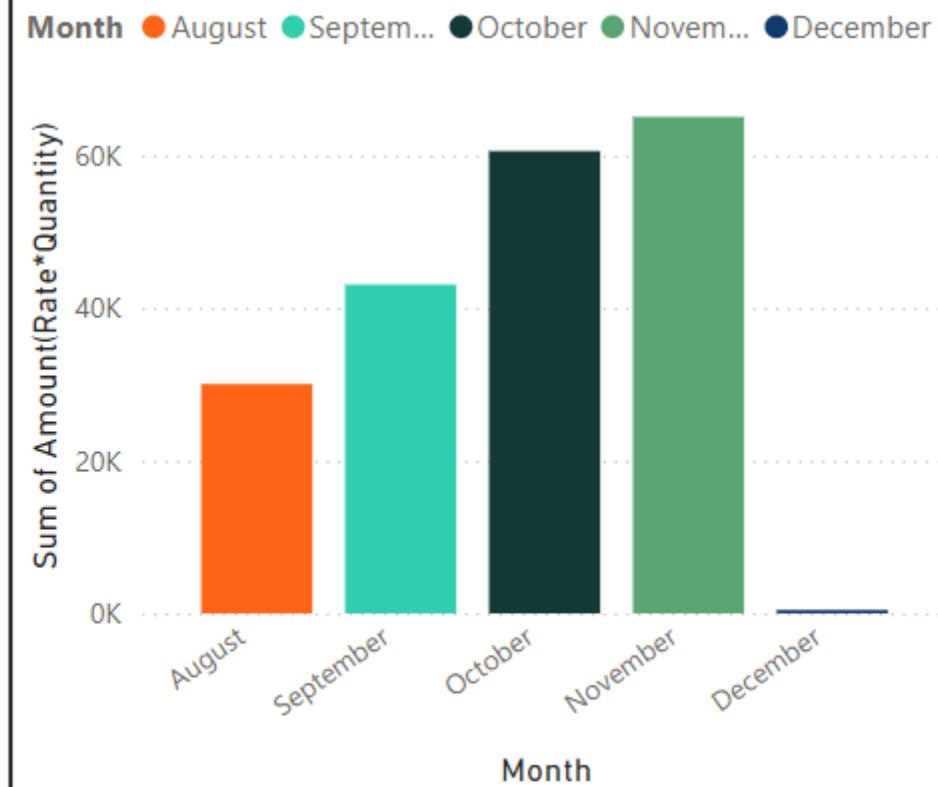
Total Revenue

199.15K

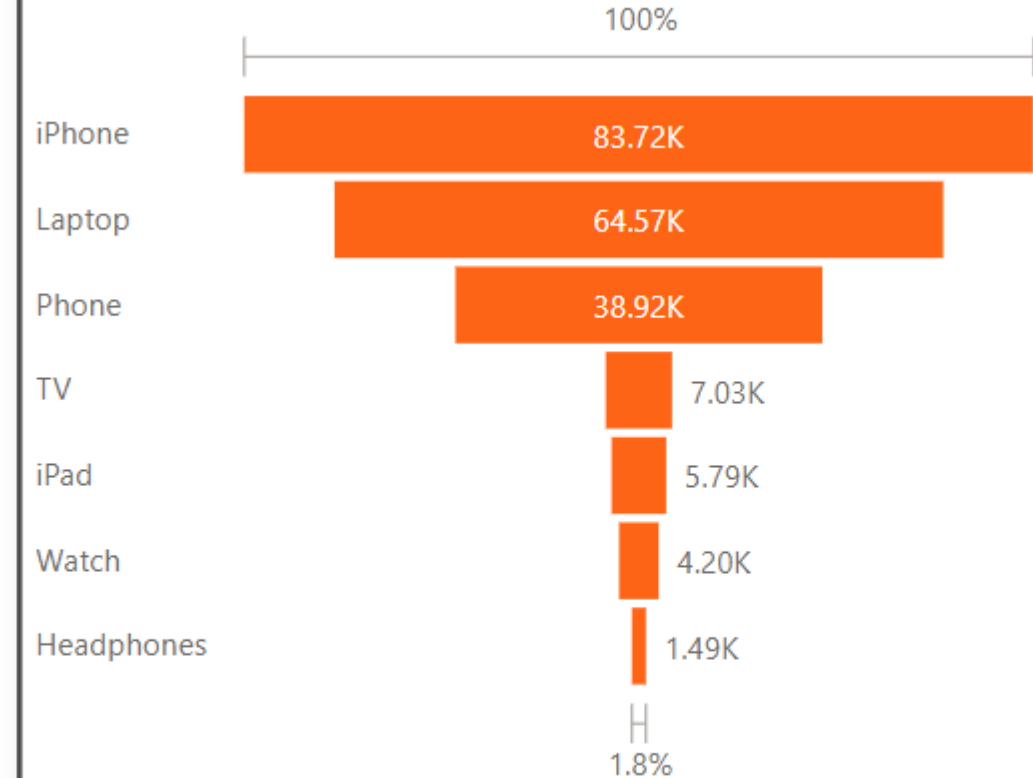
Revenue histogram before Collaboration



Revenue histogram after Collaboration

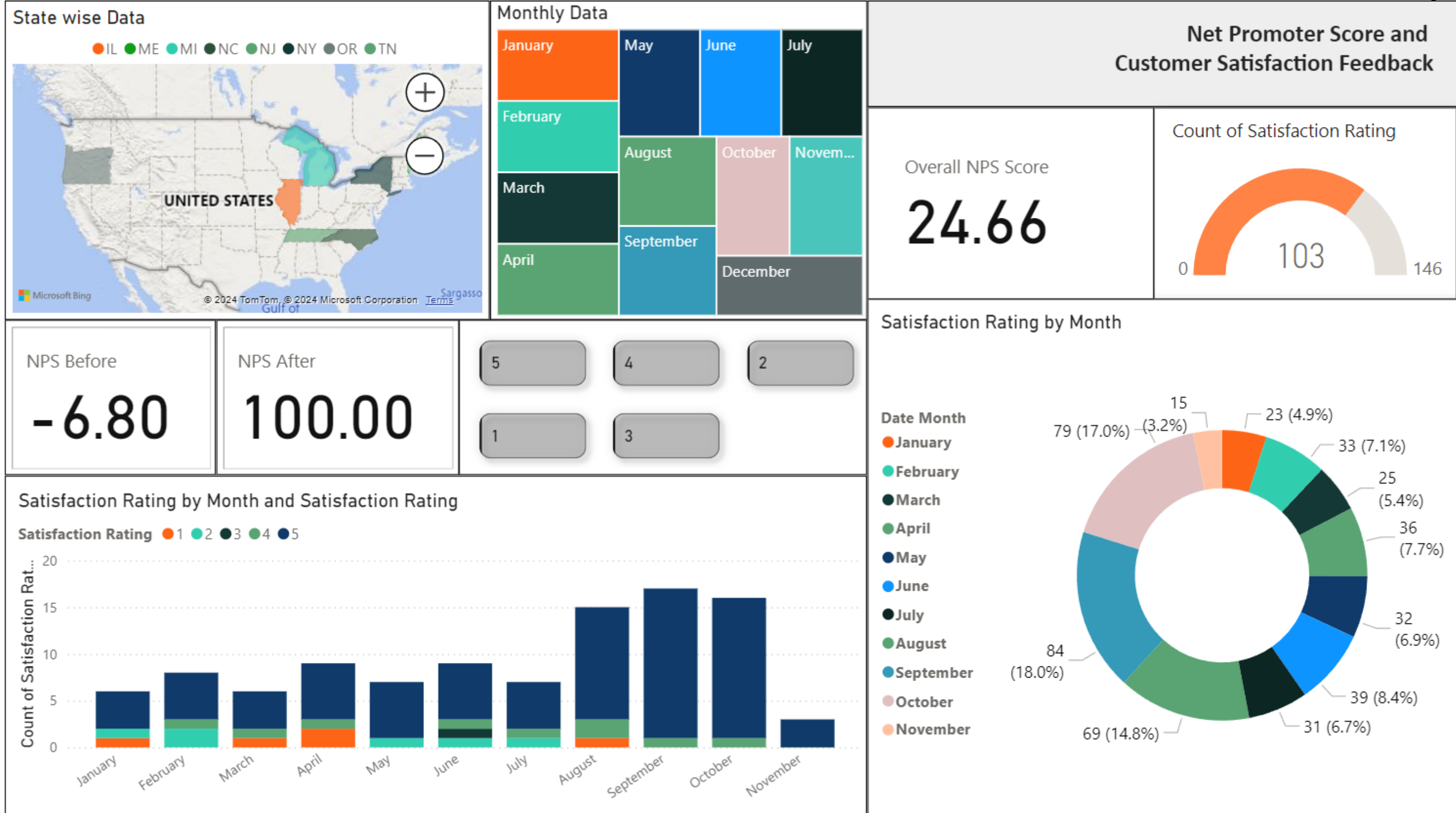


Funnel As per Product Categories



DASHBOARD

Customer Feedback Dashboard



THANK YOU

Any Questions?

