



# BUSINESS INTELLIGENCE & BUSINESS ANALYTICS

## ANALYTICAL STRATEGY

**PRESENTATION** 



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PINEAPPLE

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INTERACTIVE DASHBOARDS



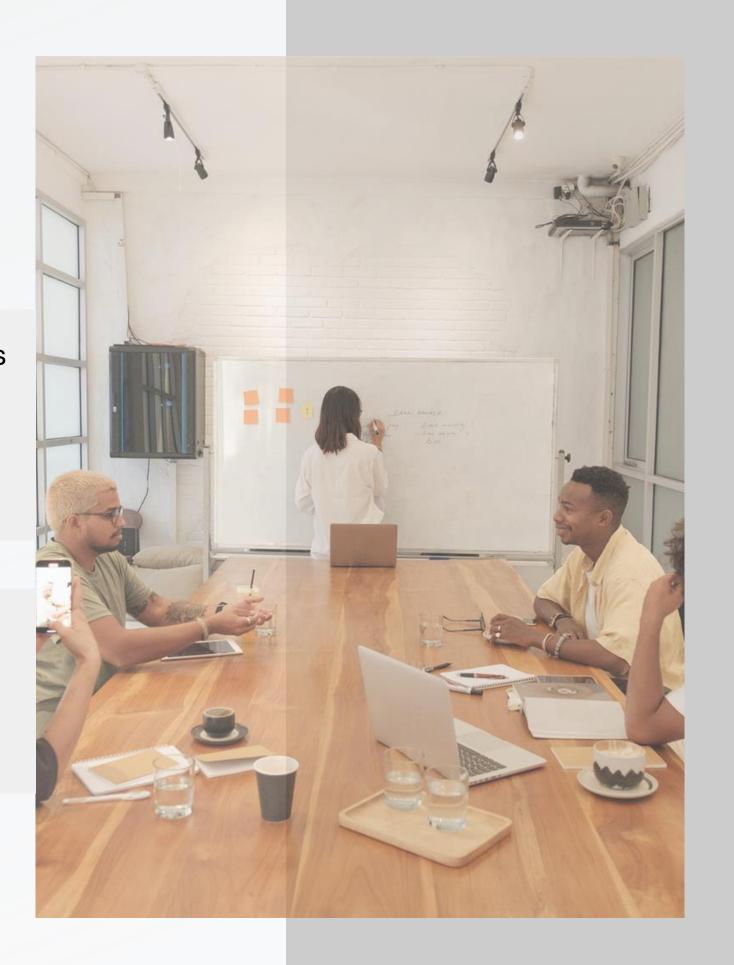
## ABOUT US



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.





## 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 overexpenses.
- 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</li>

- 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.



#### CRM

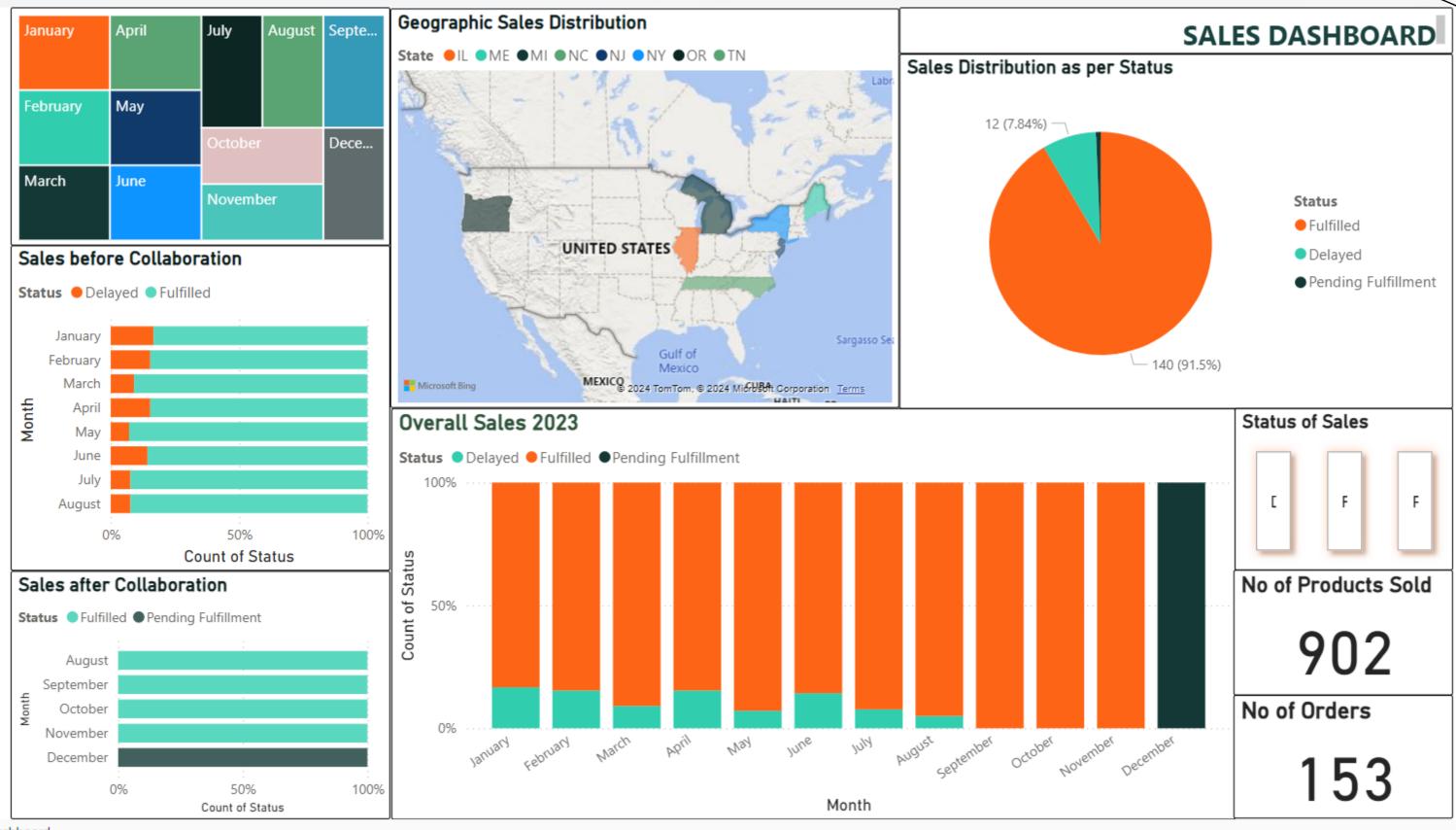




- The objects used for the CRM Process are:
   Accounts, Contacts, Leads, Opportunities, Sales Order,
   Quotes, Product, Contact, Email Template.
- The Profiles used for the CRM Process are: Admin, Stakeholders, Sales, Services
- The CRM process involves efficient email communication from customer inquiries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

## DASHBOARD

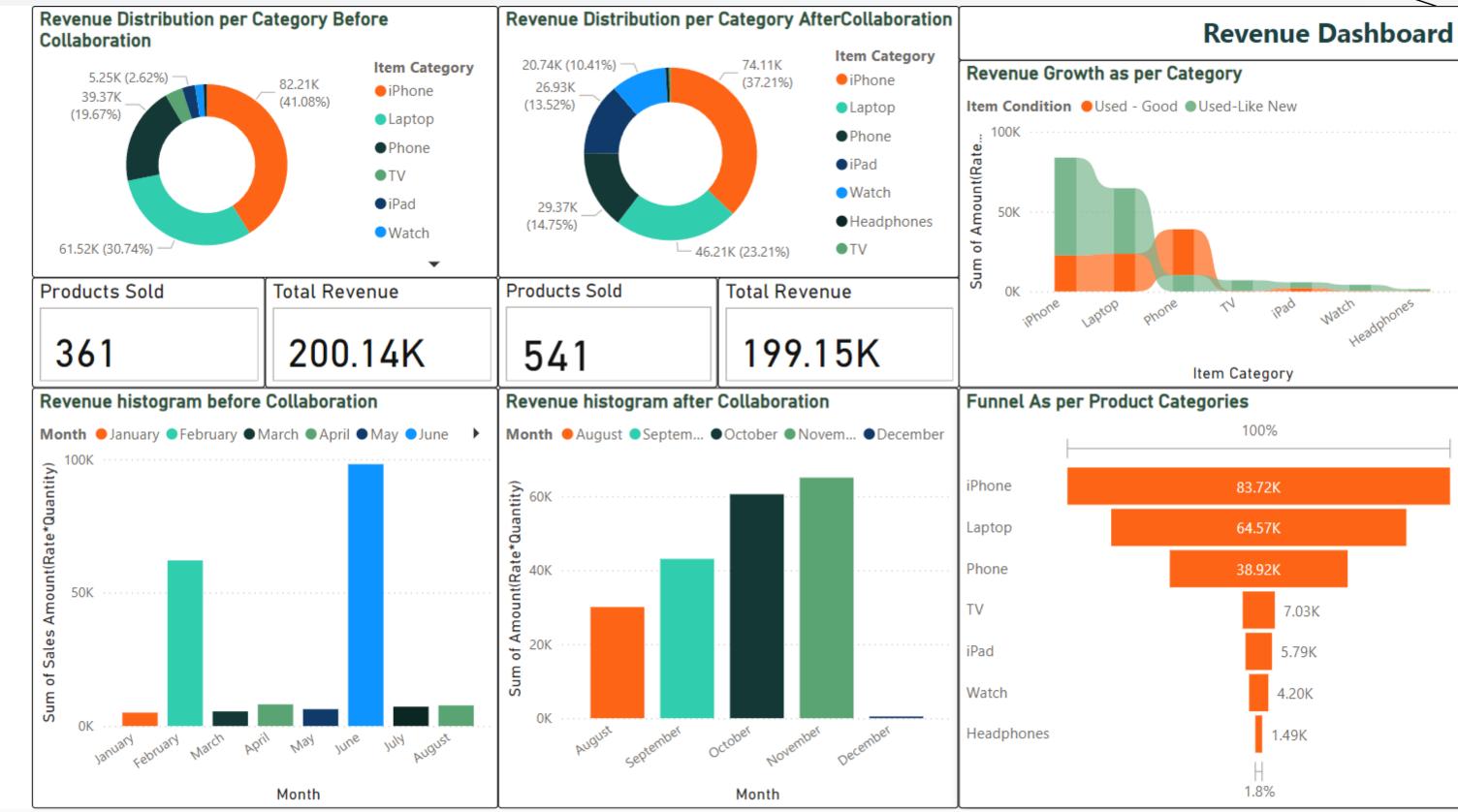
#### Sales Dashboard (Analytical FMCG)



## DASHBOARD

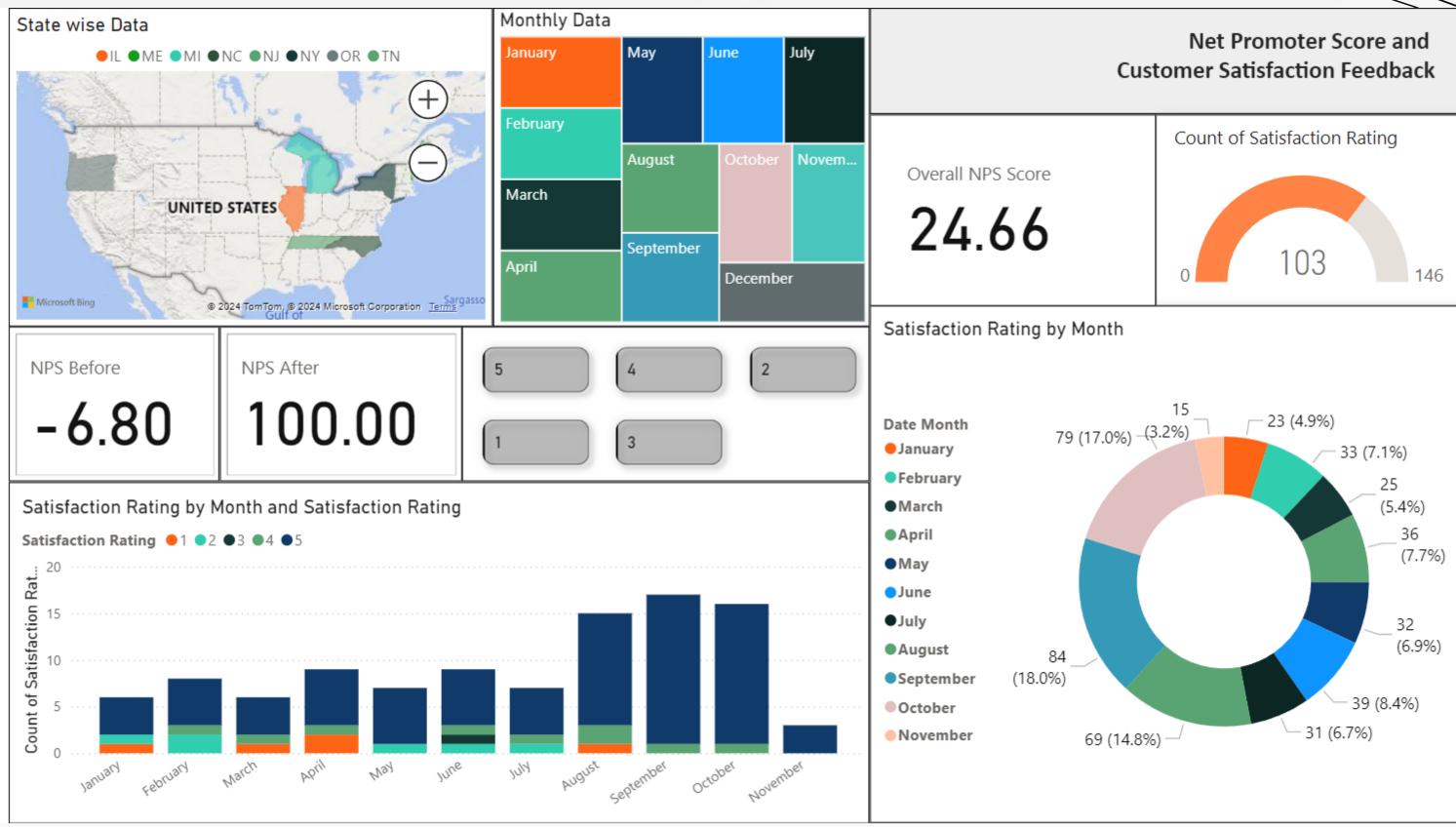
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#### **Revenue Dashboard**



## DASHBOARD

#### **Customer Feedback Dashboard**



# THANK YOU

Any Questions?

