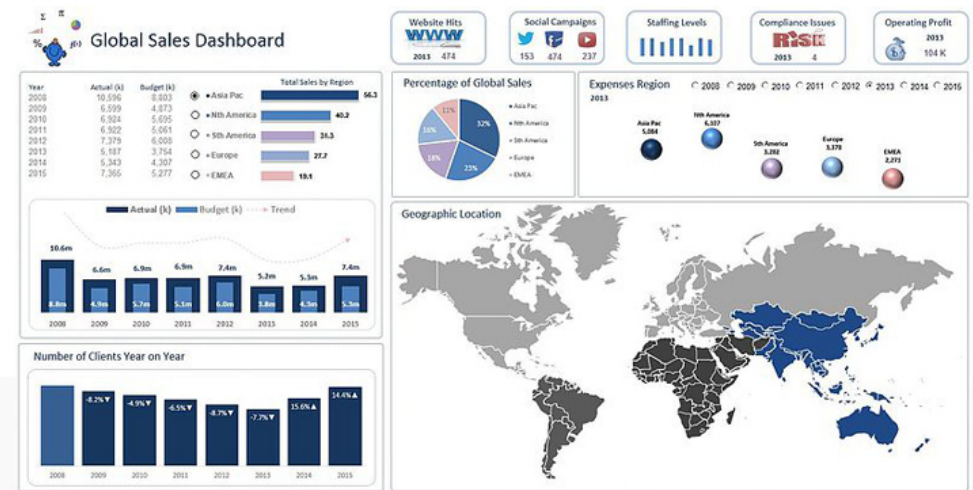


# Developing MAR Management Analysis Reports for MP Innovations

## Description:

MP Innovations works in various verticals of Online Leads processing & eCommerce strategy n execution for its clientele. In every vertical they have many clients and process for each vertical is different.

In eCommerce, they have over 200 Catalogue n micro sites where sales happen almost every minute on some or the other sites. Every transaction including traffic to sales means something on Profit n loss statement. Hence, the challenge was to identify crucial impact figures and addressing business process flow complexity of various rules, from various countries, bankers, agents, and credit periods to present a real-time picture of a business.



## Responsibilities

- ✓ Understanding the business requirements.
- ✓ Working closely with Business Consultants to address solution
- ✓ Create Procedure/Function/View in SQL to retrieve report faster.
- ✓ Developing reports as per client's requirements
- ✓ Developing complex reports using Charts, Tables.
- ✓ Implementation of transactions in stored procedures.
- ✓ Implementing Error handling techniques using Event Handlers in SSIS.

## What we did?

- We have analyzed that client has N number of different verticals of businesses so 1st step we did was to separate out each Vertical
- We have presented our understanding for each business vertical by discussing it with a respective business consultant to be on the same page of requirement.
- For each business vertical, we have prepared wireframe prototyping and features list. This had concluded that how will be User Interface (UI) and User experience (UX) to explain the flow of functionality.
- Separate business logic and test cases have been prepared for each Vertical before starting the development.

- The main challenge was to shift all Google spreadsheet data into a physical database and for this, we have developed "Robust Google spreadsheet data processing system" and we overcome on third party data dependency also data security was addressed. This data was further used for all the reports.
- As the system was big and respective owners (system users) were different so developed "Access right & Roles management system" for super admin to allocate different operating roles for a complete system. Along with this, we have developed "Access logs" system in place for super admin to analyze / track on operating activities of every system users.
- We have developed a beautiful dashboard for Superadmin to have a glance of the complete report of each Vertical i.e., Revenue generated, Profit and Margin percentage. This dashboard has a feature to see previous date's reports like Yesterday, Last 7 days, Last 30 days, this month, Last month and custom date range in just one click
- The client had few Verticals panels other than this system and reports were depend on each other. To overcome on this, we have built a bridge by integrating API into our new system to get real-time data and importing in our system. This system reduced efforts of managing two system for admin.
- We have developed real-time statistics report for "Estimated Cash In" & "Estimated Cash Out" for each Vertical so that admin can plan the payout to their respective vendors.
- We have developed a system to map all bank accounts of our client so that he can have a view of "Outstanding Payouts" vs "Account balance" on a daily basis.
- We have developed a separate "Profit & Loss" system for each Vertical so that administrator can analyze which Vertical is doing well and which is not. With the help of this report, Client was able to define business strategies for each Vertical.
- This system has unique tool i.e. Reconciliation tool which was quick import instead of waiting for Cron execution.
- Other features like system setting, system error logs, Bank account management, Spreadsheet mapping keys management, offer to map, cash view report are associated for different purposes.
- All the reports are presented in a grid along with charts & export to CSV functionality.