

• • •  
IMT 598 B - Project Presentation - Team 4

# DIGITAL TRANSFORMATION STRATEGY FOR VSN INTERNATIONAL



# Our Team



Nishit  
Bhasin



Sharique  
Khan



Vanshika  
Srivastava

# Key Reasons

for Digital Transformation

01



**Data Utilization**

Unlocking Insights from Data

**Market Competitiveness**

Expanding into B2B



02

03



**Operational Efficiency**

Streamlining Operations

**Growth and Scalability**

Building for the Future



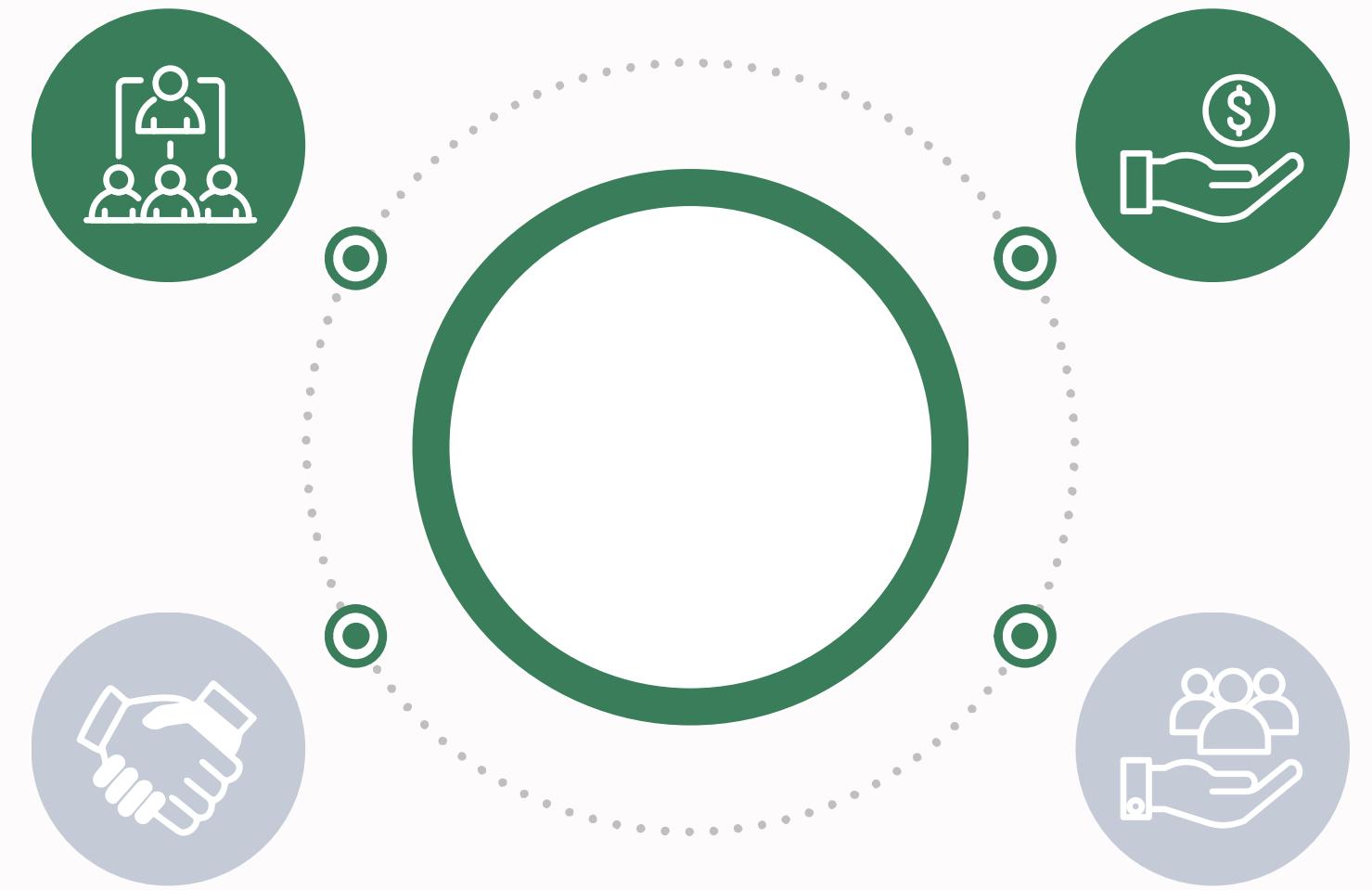
04

# Our Approach to VSN's Digital Transformation

**Early Stages:**  
Building the Foundation

**PoC development steps:**

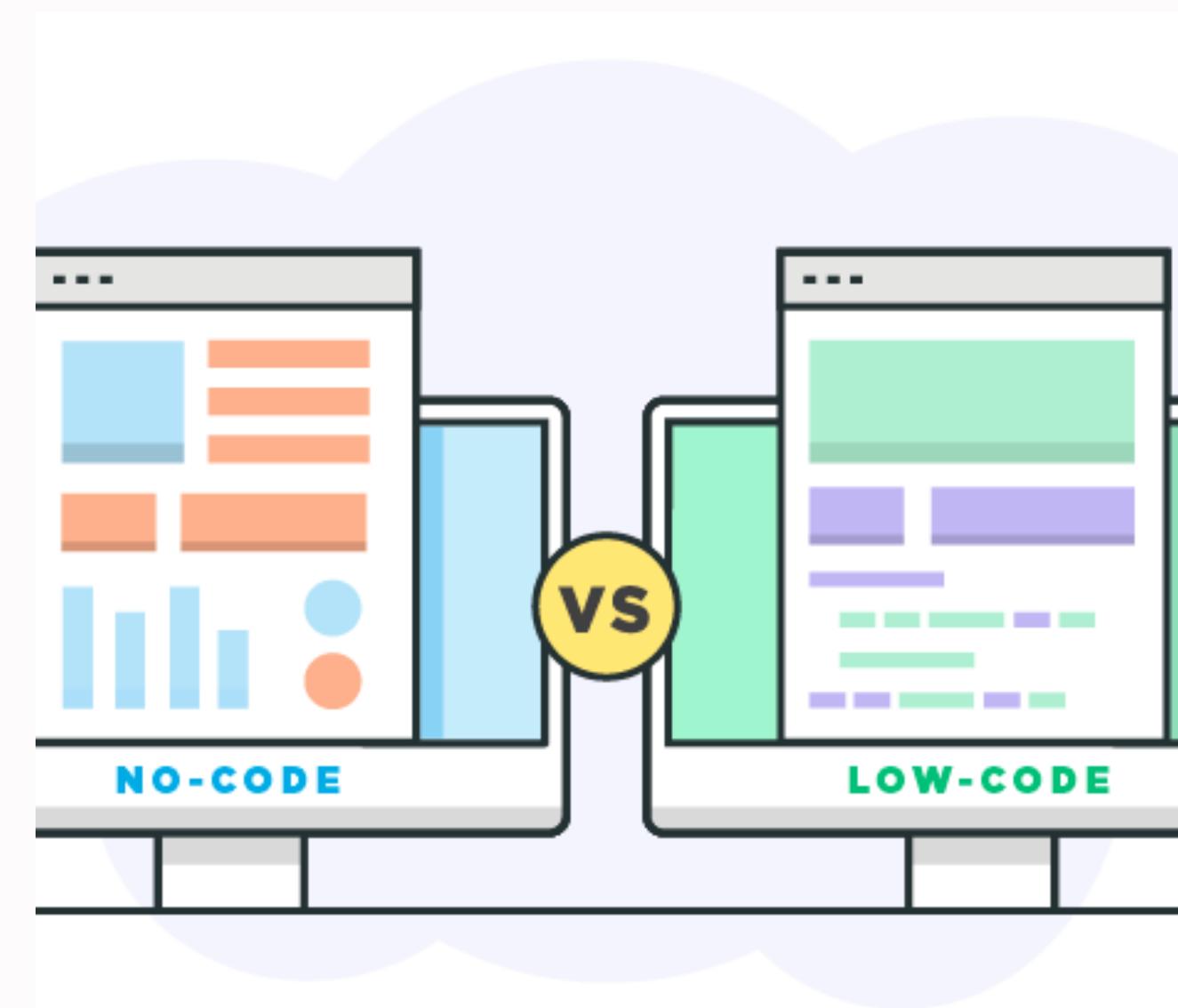
- Building and testing a low code/no code app to integrate and visualize data from the e-commerce operations.
- Building dashboards and sales reports on Power BI
- Automating key business processes (e.g., order notifications and approvals).
- Exploring the integration of B2C and B2B channels within a unified digital platform.



# Why are we doing this?

## MVP development steps:

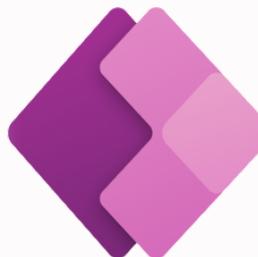
- **Enhance Decision-Making:** The CEO needs quicker, actionable insights from data to make informed business decisions.
- **Improve Sales Process:** Introducing an app for the field sales team facilitates direct order placements, catering to both B2C and B2B models.
- **Automate Notifications:** Automatic notifications for large orders ensure that special attention is given to significant business opportunities.
- **Data Visualization:** Power BI reports will allow for easier interpretation of data, identifying trends, and making strategic decisions.
- **Digital Transformation:** Embrace modern technology to streamline operations, increase efficiency, and stay competitive.



# Powering Transformation through a suite of Low-code apps

*Microsoft Power Apps*

**Microsoft  
PowerApps**



*Power Automate*

 **Power  
Automate**

*Power BI*



## Strengths

- Speed of Deployment
- Cost Efficiency
- User Empowerment
- Adaptability

## Challenges

- Initial Learning Curve
- Customization Limit
- Ecosystem Lock-In

**OUR SOLUTION FOR  
VSN INTERNATIONAL**

# VSN International Power App



# Power Automate Solutions Flow

SharePoint

Search this list

MySharePointSite

Private group ★ Following 1 member

Home + New Edit in grid view Share Export Automate Integrate ... All Items Filter

Conversations

Documents

Shared with us

Notebook

Pages

Site contents

SharePoint List

Student Info

ProductsFinal

Recycle bin

Edit

Add real-time chat

Add Microsoft Teams to collaborate in real-time and share resources across Microsoft 365 with your team.

Title	category	subcategory	price	sale_price	quantity_sold	color
Fitness Mechanism	Activity	Fitness	190	133.99	120	Cadet grey
Music Supplies	Entertainment	Music	123.99	110	105	Windsor tan
Movie Thingamajig	Entertainment	Movie	77.99	69	188	Purple
Home Improvement Instrument	Home	Home Improvement	96.99	67.95	4	Tuscan red
Music Gadget	Entertainment	Music	71.95	42.95	252	French violet
Truck Equipment	Automotive	Truck	138.99	124	226	Opera mauve
Music Gear	Entertainment	Music	188	169.95	113	Dark red
Makeup Thingamajig	Beauty	Makeup	38.99	22.99	29	French sky blue
Camping Thingamajig	Activity	Camping	27	21	32	Liver chestnut
Engine Whatchamacallit	Automotive	Engine	197	118.99	200	Cobalt blue
Toy Device	Entertainment	Toy	121.95	108	201	Scarlet
Camera Machine	Electronics	Camera	37	22.99	137	Deep champag

# Power Automate Emails

Outlook

Search

Home View Help

New mail

Inbox Sent Items Drafts Add favorite

Favorites

Inbox 3929

Sent Items

Drafts

Deleted Items

Junk Email

Archive

Notes

Conversation History

Create new folder

Search Folders

Groups

MySharePointSite 1

Inbox ★

Order Creation Approval

Vanshika Srivastava Fitness Mechanism was ... 5:26 PM Vanshika Srivastava added Fitness...

Microsoft Power Automate Order Creation Approval 5:03 PM VS Requested by Vanshika Srivastava

Some content in this message has been blocked because the sender isn't in your Safe senders list.  
I trust content from flow-noreply@microsoft.com. | Show blocked content

MA Microsoft Power Automate <flow-noreply@microsoft.com>  
To: Vanshika Srivastava  
Fri 3/8/2024 5:03 PM

VS Vanshika Srivastava Item: Fitness Mechanis... 5:02 PM Item: Fitness Mechanismwas mod...

MA Microsoft Power Automate Order Creation Approval 4:05 PM VS Requested by Vanshika Srivastava

VS Vanshika Srivastava Item: Fitness Mechanis... 4:03 PM Item: Fitness Mechanismwas mod...

MA Microsoft Power Automate Order Creation Approval 3:50 PM VS Requested by Vanshika Srivastava

This week

MA Microsoft Power Automate 1 of your flow(s) ha... Wed 8:01 PM The flow(s) listed failed in the past...

MA Microsoft Power Automate Order Creation Approval 5:03 PM VS Requested by Vanshika Srivastava

Reply Forward

Search

Quick steps Read / Unread

Inbox ★

Vanshika Srivastava Fitness Mechanism was ... 5:26 PM Vanshika Srivastava added Fitness...

Microsoft Power Automate Order Creation Approval 5:03 PM VS Requested by Vanshika Srivastava

Vanshika Srivastava Item: Fitness Mechanis... 5:02 PM Item: Fitness Mechanismwas mod...

Item: Fitness Mechanismwas modified byVanshika Srivastava

Vanshika Srivastava To: Vanshika Srivastava  
Fri 3/8/2024 5:02 PM

Item: Fitness Mechanismwas modified at2024-03-09T01:01:44ZbyVanshika Srivastava

Reply Forward

# Power BI

Final Presentation

Search

Pages

File Export Share Chat in Teams Explore this data Get insights Subscribe to report Edit

Page 1

Page 2

Page 3

Page 4

Page 5

Page 6

Page 7

Page 8

Page 9

Page 10

OneLake data hub

Workspaces

My workspace

Products-final

Final Presentati...

Products-final.xlsx

Project Solution

Clusters

Down

?

Go

User icon

6

VPN

Update

Clusters

Down

?

Go

User icon

6

VPN

Update

## Clustered column chart visual showing sale price, quantity sold, and category

Category	Sum of sale_price	Sum of quantity_sold
Home	150K	250K
Activity	120K	180K
Entertainment	100K	170K
Clothing	90K	150K
Beauty	80K	120K
Automotive	70K	110K
Health	70K	110K
Electronics	70K	120K
Pets	40K	80K

# Future goals



01 Full Digital Integration  
Across All Business Channels

02 Expansion of Digital  
Services and Offerings

03 Advanced Data Analytics  
and AI Implementation

10%

increase in revenue per quarter





VSN  
International

# THANK YOU