

## Digital transformation for small businesses: a real solution with AppSheet

As I mentioned in my previous report, going digital is no longer an option — it's a necessity. Why do I say this? Because we live in a fully digital world, and not taking advantage of the available tools can seriously harm a business, regardless of its size. This applies not only to large companies but especially to small stores, local shops, and entrepreneurs who often lack the structure or time to maintain efficient control.

In our daily lives, we often juggle multiple responsibilities. Even when business owners delegate some tasks, they often feel overwhelmed. The modern world moves fast, and trying to keep up can lead to stress and, worse, money loss due to poor organization or human error.

That's why digitalization is a powerful solution. Implementing a simple system based on three basic questions —how is data entered, where is it stored, and how is it visualized?— can lead to a major transformation. Previously, we proposed a basic system using Google Forms, Sheets, and Power BI. Today, I want to present an even more user-friendly and intuitive alternative: **an AppSheet-based app**.

### What does this app do?

I developed this app specifically for a small store, and it has only three main sections:

- **Products**
- **Entries** (purchases that increase stock)
- **Exits** (sales that decrease stock)

This allows the store owner to check real-time inventory, track purchases, and register sales — all from a simple, clean interface that can be used from any mobile device.

Why AppSheet? Because the biggest barrier is often not technical but psychological. Many business owners hesitate to try new tools because they fear it's too complex. AppSheet solves this by offering a visual, easy-to-use platform that requires no coding.

A clean and intuitive interface not only reduces input errors but encourages regular use. Once the owner sees the time saved and how automatic reports and better data can improve their decisions, they immediately understand the value. And from there, they often want more: more insights, more metrics, more control.

Over time, this small system can grow to include Power BI dashboards that analyze:

- Best-selling products
- Supplier performance

- Month-over-month or year-over-year growth
- Peak hours for customer activity

We're entering an era where AI and automation are no longer just for large corporations. Micro and small businesses can —and must— adapt and grow using these tools. What's needed is education, vision, and the will to change.

Digitalizing a business isn't just a technical choice — it's a path to freedom. A human being who's no longer tied to repetitive admin tasks can focus on ideas, innovation, and growth. And that, in my opinion, is the true goal of digital transformation.

