



From Spreadsheets to Systems

Client: [Rose All Day Cosmetics](#) • Startup Cosmetics Brand



The Starting Point

"Our 'database' was literally [Excel files shared via email](#)"

Rose All Day was a growing cosmetics startup with big ambitions but zero data infrastructure. Every piece of business information lived in scattered Excel spreadsheets – inventory, sales, customer data, financial reports – all manually maintained and constantly out of sync.

Key Challenges

Our Foundation-First Solution

Transformation Timeline

Quantifiable Results

Key Challenges

- **Data Chaos:** Inventory, sales, and customer data in separate Excel files
- **Manual Everything:** Weekly reports took 2 days of copying and pasting
- **Zero Visibility:** No real-time view of business performance
- **Scaling Nightmare:** More sales meant more manual work, not more efficiency
- **Decision Delays:** Waiting weeks for accurate data to make business decisions

Our Foundation-First Solution

Phase 1: Excel Liberation (Month 1)

- Consolidated scattered spreadsheets into cloud-based data storage
- Established data validation rules and business definitions
- Created automated data collection from sales channels

Phase 2: Infrastructure Build (Month 1–2)

- Connected e-commerce platform, inventory systems, and financial data
- Built scalable cloud architecture for future growth
- Implemented automated data flows and validation

Phase 3: Intelligence Layer (Month 2–3)

- Real-time dashboard with business KPIs
- Automated inventory alerts and reorder recommendations
- Mobile-accessible insights for on-the-go decision making

Transformation Timeline

Total Duration: 2.5 months

- **Week 1–2:** Foundation audit and data consolidation
- **Week 3–6:** Cloud infrastructure and system integration
- **Week 7–10:** Dashboard build and automation deployment

Quantifiable Results

Before Altrabyte

Weekly reporting	Data accuracy	Decision speed	Inventory management
16 hours of manual work	60–70% reliable	2–3 weeks for basic insights	Reactive, frequent stockouts

After Altrabyte

Weekly reporting	Data accuracy	Decision speed	Inventory management
Automated, real-time updates	99%+ reliability	Instant access to current data	Predictive, optimized stock levels

ROI Impact

1. 15+ hours saved weekly (equivalent of part-time employee)
2. 30% reduction in stockouts through automated alerts
3. Real-time visibility enabling faster product decisions

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From Chaos to Clarity

Amser was a growing distribution company with multiple data sources but zero data literacy. They collected information but couldn't turn it into actionable insights. The team wanted to be data-driven but didn't know what questions to ask or how to find answers.

Client: [Amser](#) • Distribution Company

[Read their story](#) →



PARAGONCORP

From Manual to Automated

Paragon was an established beauty retailer with multiple platforms and systems, but most processes were manual. Data collection from social media and e-commerce platforms required full-time employees, and integration between systems was non-existent.

Client: [Paragon](#) • Major Beauty Retailer

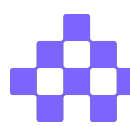
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