



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

- 15+ hours saved weekly (equivalent of part-time employee)
- 30% reduction in stockouts through automated alerts
- 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 →](#)



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

[Read their story →](#)

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