SALES PULSE

Problem statement:

The current challenge facing the sales team is a noticeable decline in sales across several key regions, including EMEA, MM, APAC, and North America. Sales data is being provided by sellers in Excel sheets, resulting in a fragmented and inefficient process. The manual nature of these submissions makes it difficult for sales leaders to consolidate, analyze, and extract actionable insights from the data. As sales performance continues to drop, the lack of a centralized, streamlined system for data analysis is impeding leaders' ability to respond quickly and make data-driven decisions. This is leading to delays in identifying sales trends, formulating effective strategies, and implementing corrective measures, further exacerbating the decline in sales across these regions.

Purpose:

To unlock sales insights that are not visible before for sales team for decision support and automate them to reduced manual time spent in data gathering.

Stakeholders:

Sales Directors/ Leaders

Marketing Team

Customer Service Team

Data and Analytics Team/ Data Master: Bring data from mySQL and analyze it. Follow ETL process (Extract, Transform, Load) and store data into Data Warehouse (use Apache,Informatica, talend, python, pandas)

IT Team/ Falcons: Providing the data

End Result:

An automated dashboard providing quick and latest sales insights in order to support data driven decision making.

Success Criteria:

* Dashboard(s) uncovering sales order insights with latest data available.
* Sales teams able to take better decisions and prove 10% cost savings of total spend.
* Sales Analysts stop data gathering manually in order to save 20% of their business time and reinvest it value added activity.

Solution:

Skills used: