

I. BALANCE SCORECARD AND STRATEGIES

A Balanced Scorecard is the strategic management framework, and it is composed of a series of performance measures that are appropriate to an organization's vision and strategy, which can be broken down into four categories called "perspectives": finance, customer, internal business process and learning and growth [1]. These perspectives can have their own requirements as follows:

Objectives: Making strategies to achieve the targets of the company

Measures: Making use of KPIs to track the progress using different parametric

Targets: Short-term, medium-term, & long-term goals of the company.

Initiatives: Dividing the strategies into achievable tasks.

The BSC can help companies by measuring, monitoring, and communicating their strategic plans and objectives in a way that everyone in the organization can understand clearly "their personal job-related goal in order to align their goals to the organizational goals" [2]. The BSC focuses on both financial and non-financial indicators and establishes measurable goals to move the organization forward [3, 4].



Fig. 1. Balanced Scorecard for Cornerstore Import and Export Ltd.

II. SOLUTION DEVELOPMENT PROCESS

A. Generating Data

Random data was generated to be fitted in the relevant column fields with Mockaroo.com and Microsoft Excel was used to clean and prepare the final data.

B. Mockaroo.com

After gathering information about few import and export companies, Mockaroo.com was used to create a relevant dataset. For example, the full name was generated in Mockaroo.com to be used in the column of Customer name.

C. Microsoft Excel

The data was cleaned and manipulated using Microsoft Excel spreadsheets. Unique ID's of columns were linked through Excel to make relationships between dataset. For example, products and sales were linked through "Product ID" column. Similarly, customers and sales were linked through "Customer ID" column.

III. IMPLEMENTATION OF SOLUTION

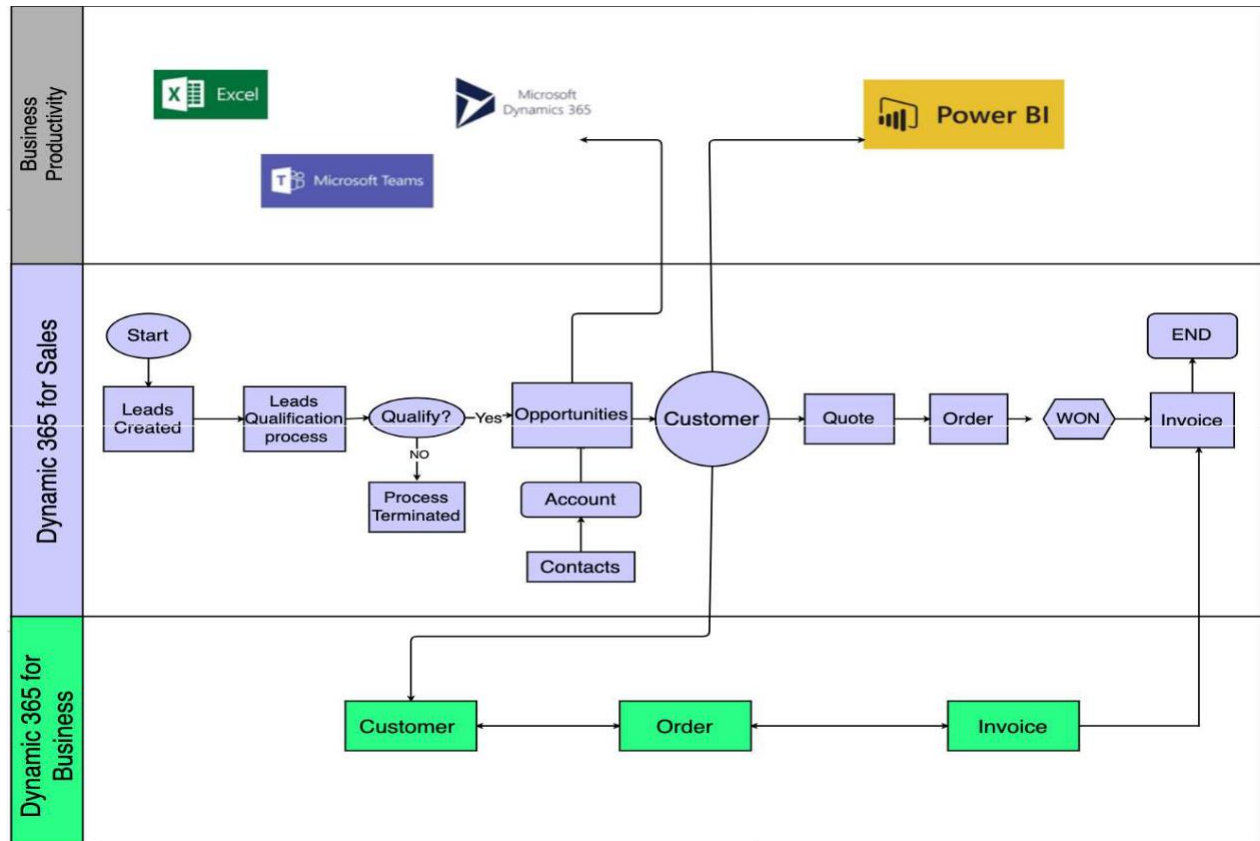


Fig. 2. Pictorial representation of the implemented solution

A. Dynamics 365 Sales Hub Integration

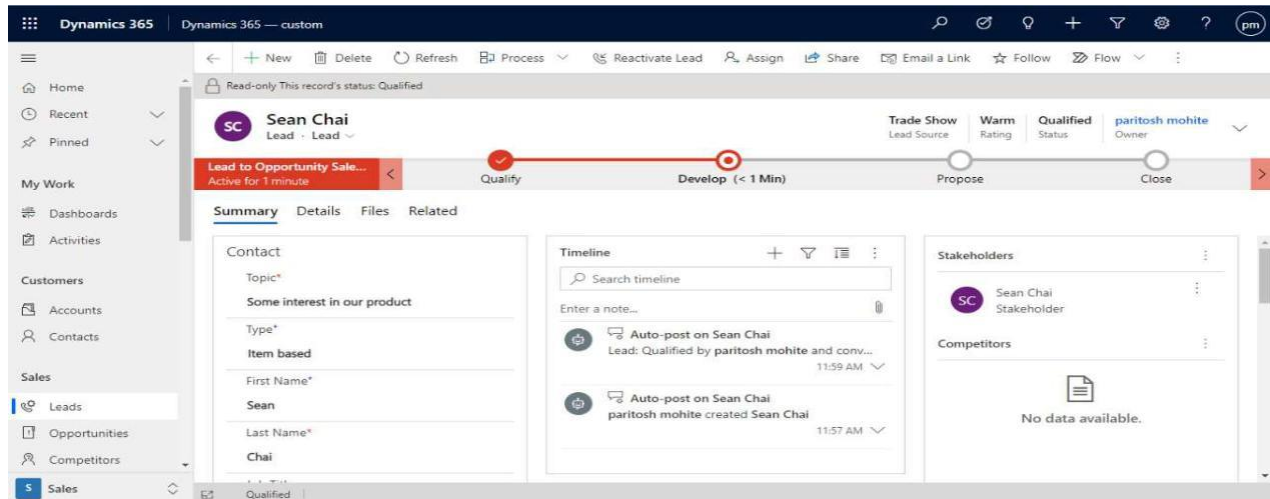


Fig. 3. Lead Generation

A lead is created by entering the details of a prospective customer. An agent can then qualify the lead by marking qualified to move it up in the chain. The agent can also mark it disqualified based on the following reasonings: Lost, cannot contact, no longer interested and cancelled.

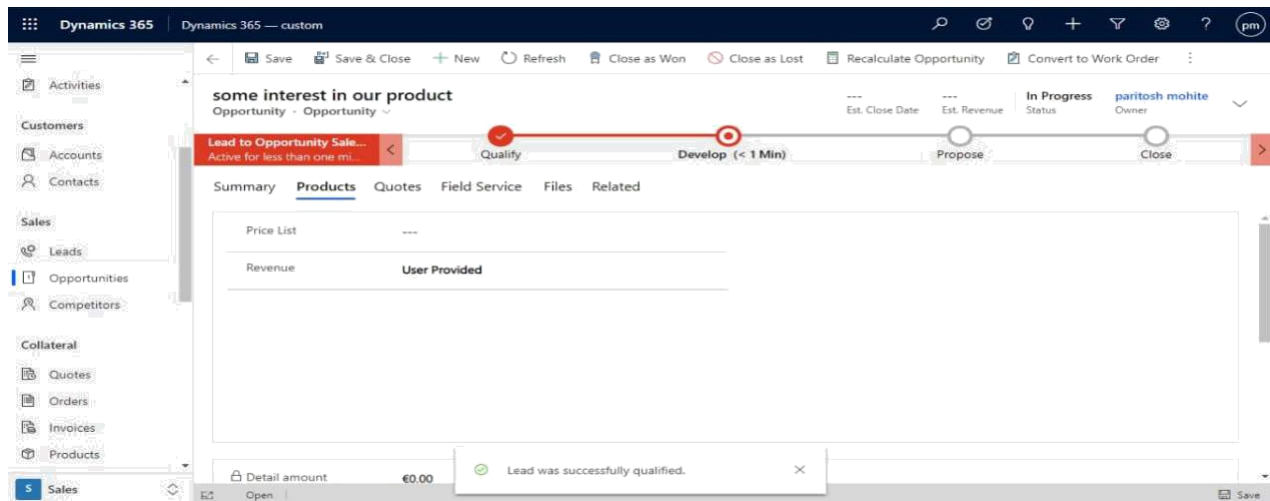


Fig. 4. Qualification of Lead into Opportunity

When an agent qualifies a generated lead, it qualifies into an opportunity. This confirms that the customer has been engaged and an opportunity is created. This is depicted in the message at the bottom of figure 4.

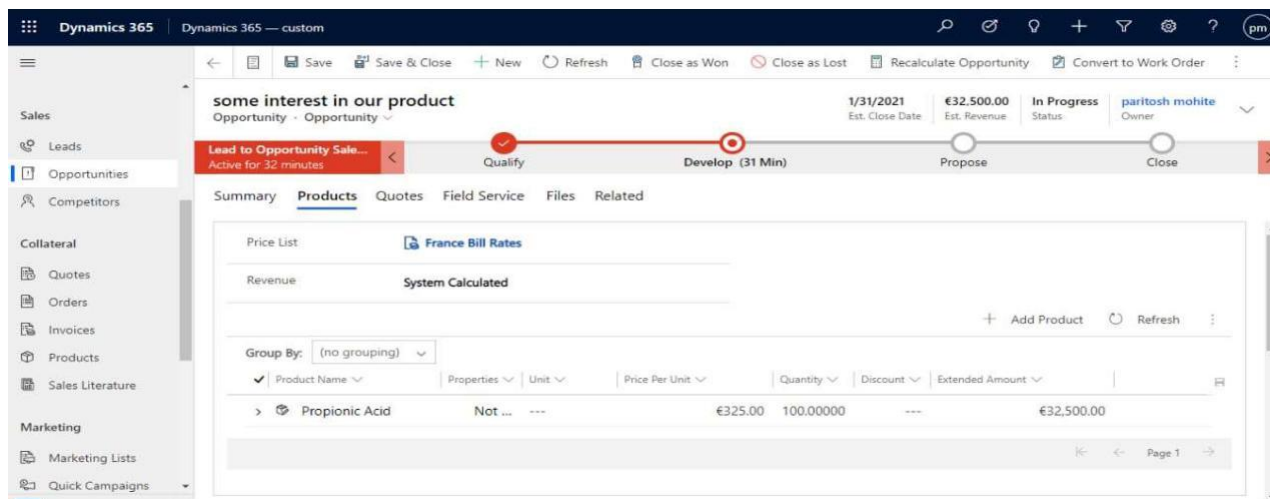


Fig. 5. Opportunity

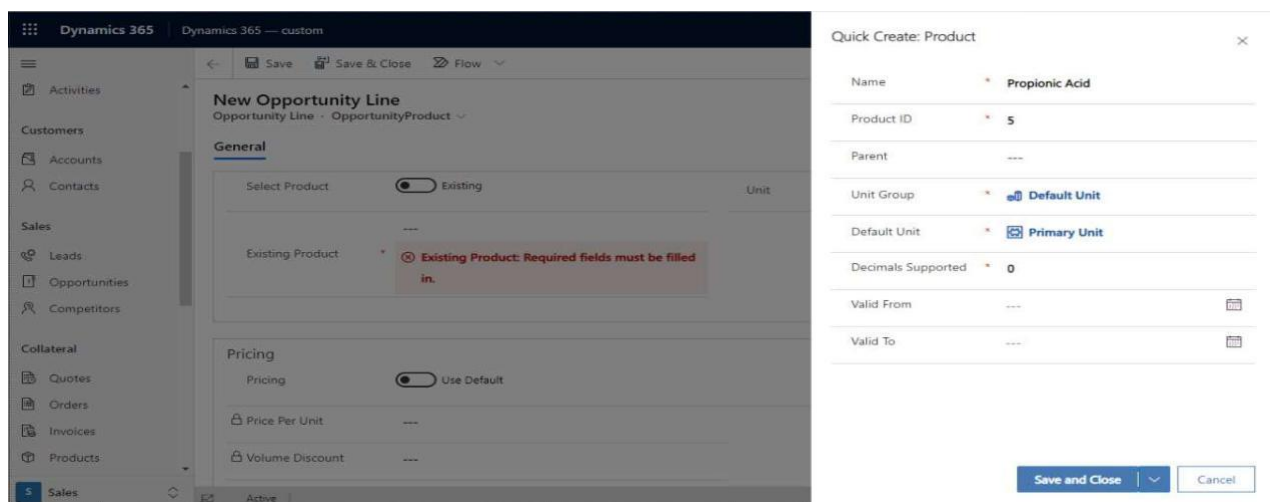


Fig. 6. Addition of product in pricing list

The details of pricing are then added in the products section of the opportunity step. Estimated revenue can be obtained using the revenue generated by the system itself. The currency is then reconfirmed.

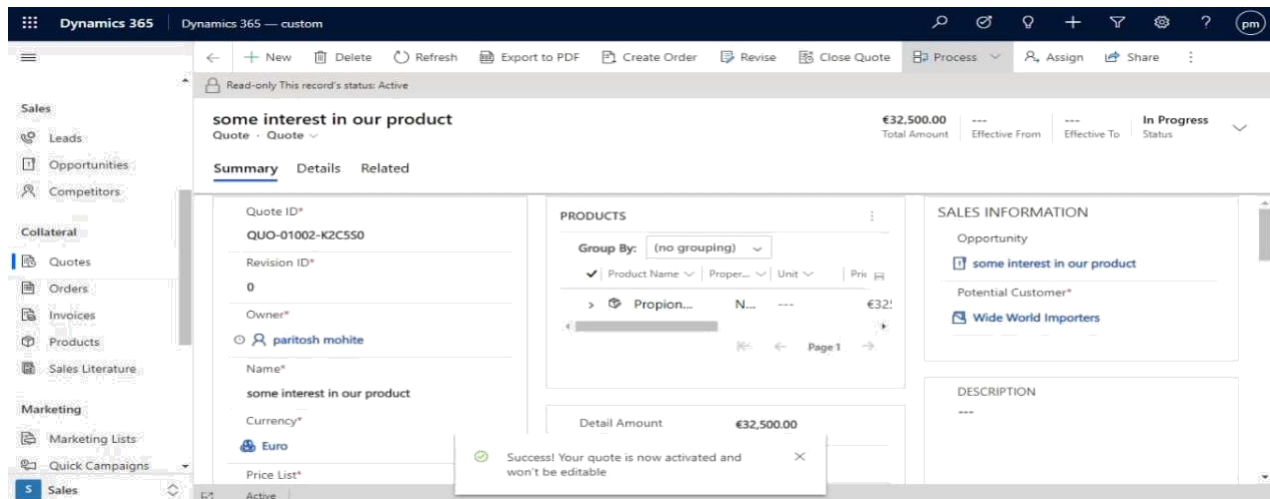


Fig. 7. Quotes

After confirming the details of the customer, a quote is activated and a Quote ID and Revision ID are generated for the same. The quote generated is immutable and with every change made in it, a new Revision ID is generated for the same Order ID. Quotes can be shared with the customer via an E-mail as PDF or can be shared in the environment itself.

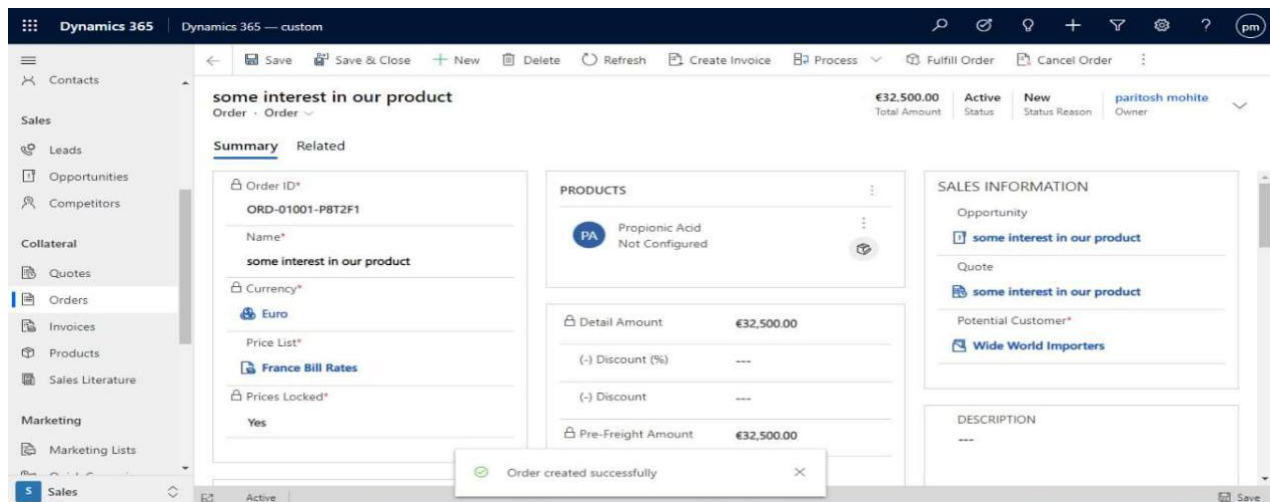


Fig. 8. Creation of Order

Upon confirmation from the customer on the agreement of pricing mentioned in the quote, a quote can be qualified as an order.

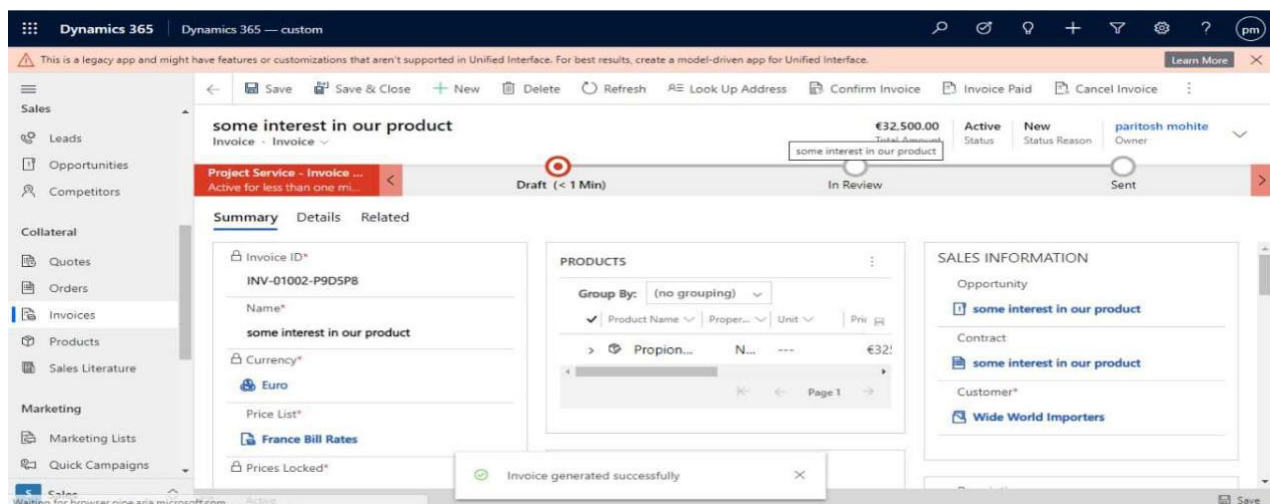


Fig. 9. Invoice generation

An Invoice is generated and activated. On completion of payment from the customer, the Invoice Paid option can be selected to verify the same which is then marked as Paid.

B. Dashboards in PowerBI

All the dashboards were designed in PowerBI and are interactive and colorful in order to provide useful information to the person looking at it in a single glimpse.

1) Sales Dashboard

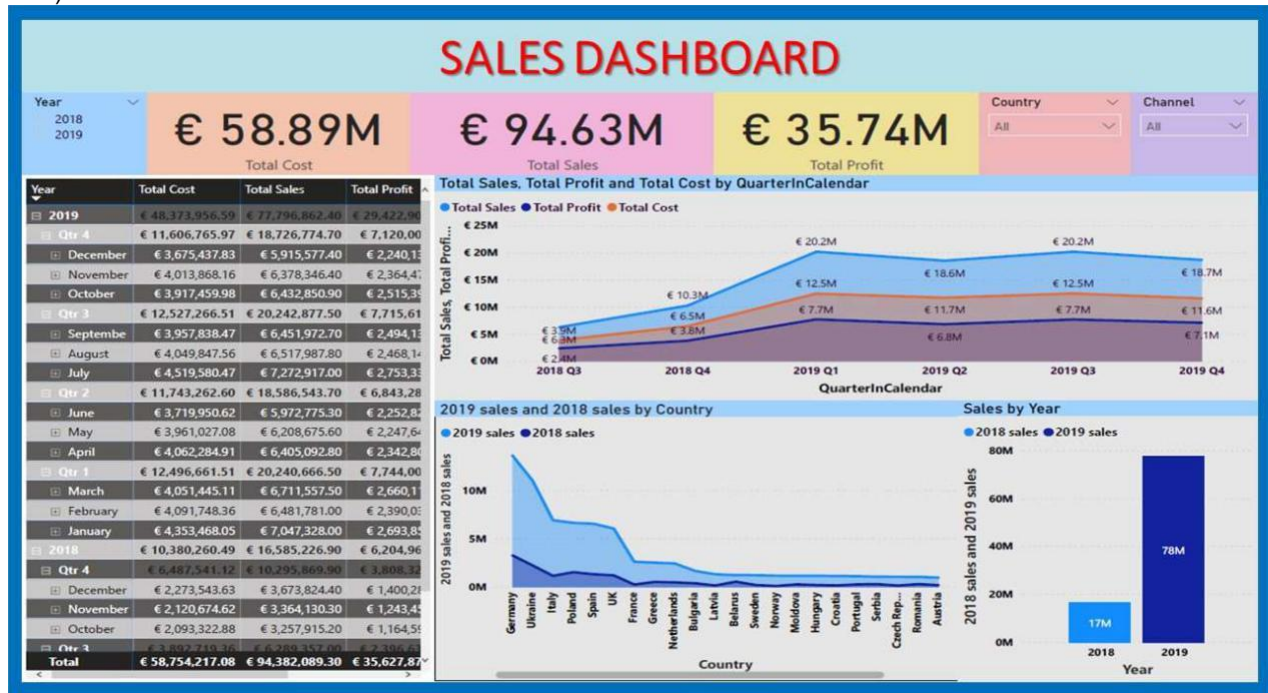


Fig. 10. Sales dashboard of Cornerstore Import and Export Ltd.

The sales dashboard shown in figure 11, displays a general overview of the company's business and the profits generated for a period of time.

The total sales card shows the overall sales generated from countries over a time period. Sales for a specific year and country can be given as output by using the year and country slicer. Currently, the total sales generated from all countries (£94.63 million) is for both 2018 and 2019 combined.

The total profit card illustrates the total profit generated from countries over a period of time by using country and year slicer.

The matrix chart provides information about total cost, total sales and total profit over a time period which can be further manipulated using year and country slicer.

The area chart shows the trend of sales and profit generated over each month.

The area chart shows the difference in trends in sales for the year of 2018 and 2019.

2) Product Dashboard

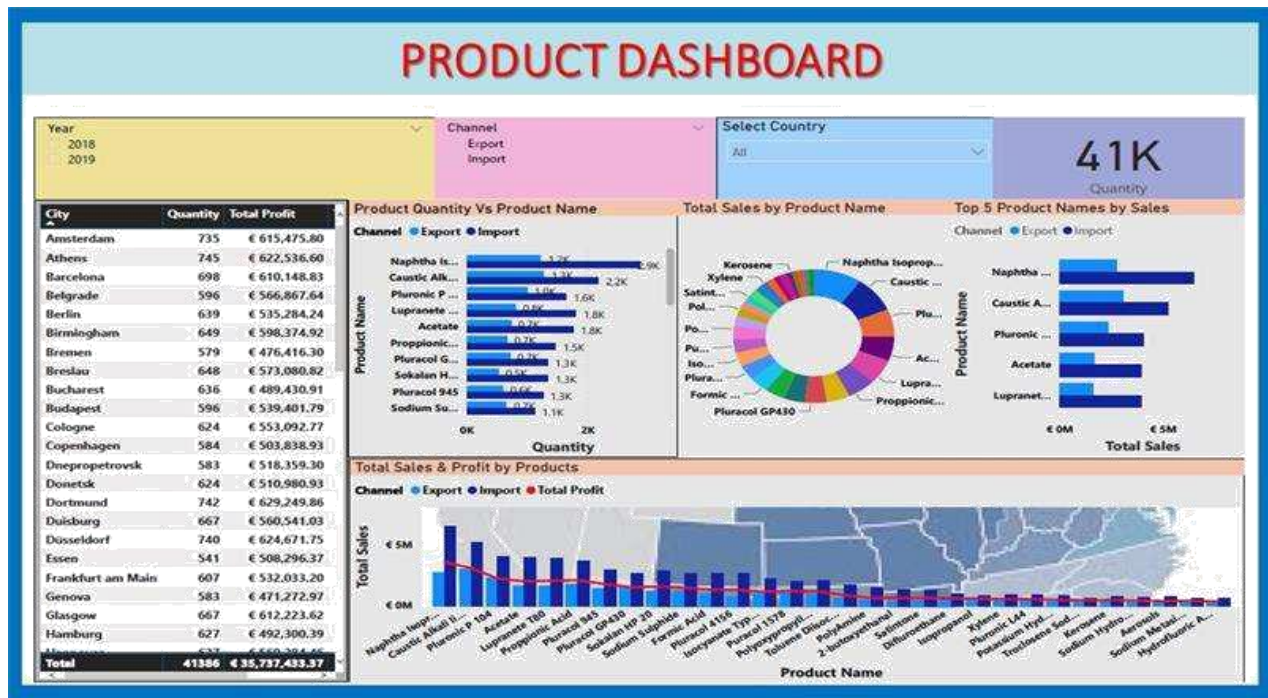


Fig. 11. Product Dashboard of Cornerstore Import and Export Ltd.

The product dashboard shown in figure 12, visualizes the sales and profit generated from products transported to various countries.

The card shows the number of products imported and exported and the profit generated from the same with respect to the destination city.

The channel slicer helps us to select the direction of transport i.e., import or export.

The doughnut and line clustered chart show the total sales and profit generated through each product in either channel.

Clustered bar chart depicts the top 5 products with respect to sales generated.

3) Customer Dashboard

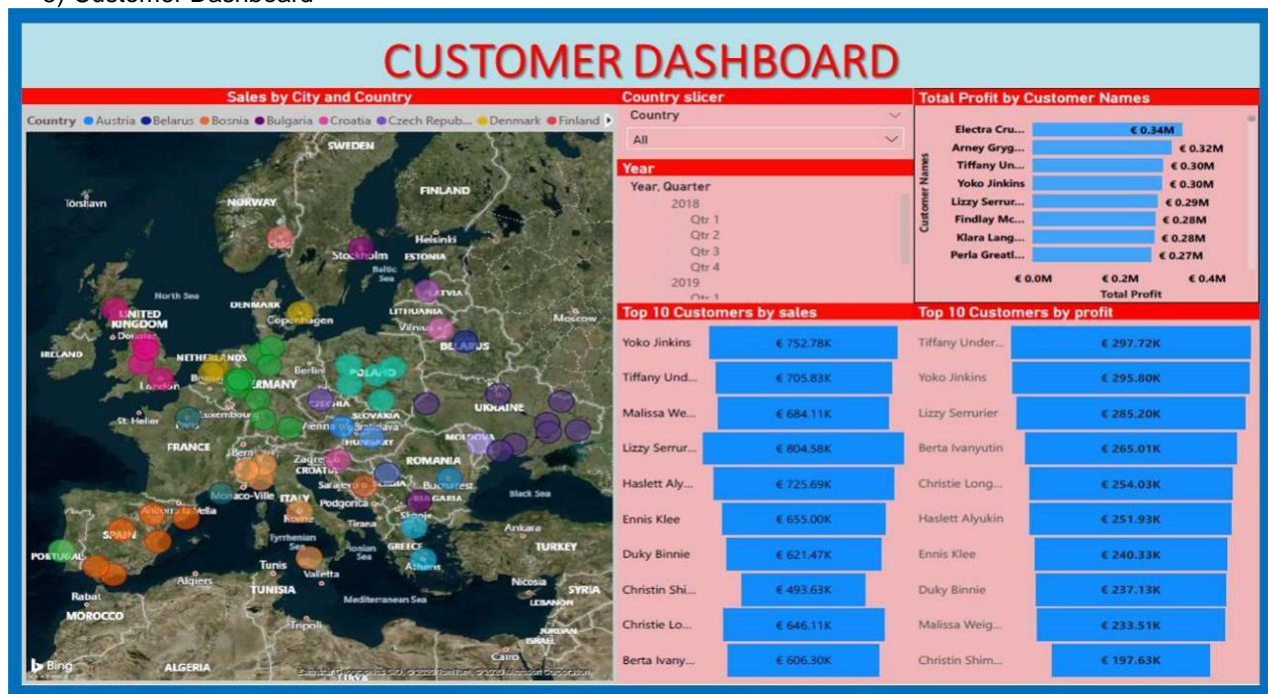


Fig. 12. Customer Dashboard of Cornerstore Import and Export Ltd.

The customer dashboard shown in figure 13, depicts the customer distribution in countries to aid in analysing customer satisfaction and retention

The funnel charts show the top 10 customers who are responsible for the largest sales and profit respectively.

The map shows the location of customers for both years 2018 and 2019. The size of the bubble over a particular location is decided on the factor of the number of customers from the destination.

The clustered bar chart depicts the profit generated through each customer for both 2018 and 2019 combined.

IV. BENEFITS FROM SOLUTION

- I. The sales dashboard in figure 11 describes the sales, cost and profit by year of Cornerstore Import and Export Ltd. It depicts an upward trend in sales after the implementation of this solution. This implies that more customers are being engaged and reaching the payment stage, hence, carrying out business with Cornerstore Import and Export Ltd.
- II. The sales dashboard in figure 11, also shows that after the implementation of this solution, Cornerstore Import and Export Ltd. has managed to expand business in more cities in various countries. This shows that the organisation is gaining popularity and the customer base is expanding. Also, it represents that the company is moving towards achieving its vision of becoming a globally recognized import and export organisation.

CONCLUSION

The statistics from dashboards depicts that the implemented solution was a success as the sales of the company increased, it has started to gain global recognition as its customer base is expanding. Overall, the benefit from implemented solution predominates the cost incurred by the company to train its employees.

FURTHER WORK

A hypothetical company was considered for this project. It was used to depict the processes and stages of an authentic company and to present a solution. To simulate real-life marketplace situations, an authentic company may be taken into consideration. This project focused on implementing a solution to the sales sector of an organization. A solution to the customer section of the organization can be considered for a future project to throw light on the customer dealing section.

REFERENCES

- [1] R. Kaplan and D. Norton, The balanced scorecard - Translating Strategy into Action. Boston, Mass.: Harvard business school Press, 2006.
- [2] C. PRAMUDITA, Balanced scorecard as strategic controlling instrument. introducing the indicators-based ... bsc for implementation of a corporate strategy fro. Hamburg: ANCHOR ACADEMIC PUBLISHING, 2016.
- [3] S. Strategies, "What is a strategy map? A short and simple guide for 2019.," 2019.
- [4] "Balanced scorecard basics – balanced scorecard institute," 2015.