

Major Asian Cosmetic Client sets its Business goals for  
~30,000 stores and 20 brands on their own





# Despite the complexity, a major Asian cosmetic client is now able to set its monthly individual business goals for ~30,000 stores and 20 brands on their own

## Our solution: Fast deployment of Tableau dashboard enabled by Alteryx



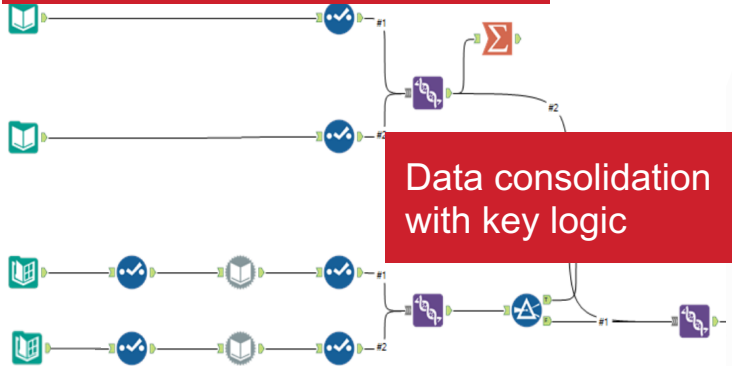
- We first **organized BU brand performance** and linked them to corporate and sales goals in **Alteryx** (i.e., 20 brands for 30,000 stores per month)




- The data was then **connected to Tableau** for the **real-time visualization of result**
- Clients are able to **modify the most interesting logics on the dashboards on their own** in lieu of IT vendors



Historical monthly/quarterly sales data by BU and store



Data consolidation with key logic

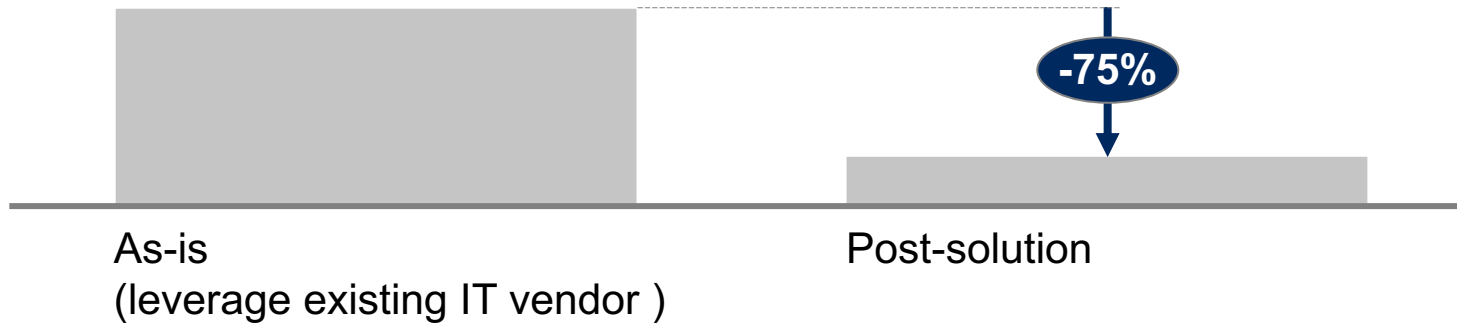
Brand x Channel sales goal targets



Share the final outputs of Brand x Store for each branch/individual for real-time visualization to PS the logic

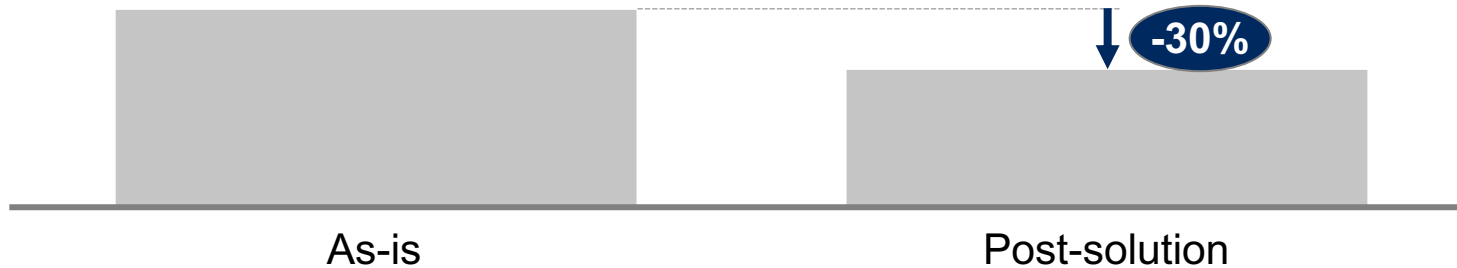
“MIRAI” identified clear and immediate client impact, opening the door to even larger projects (e.g., sales transformation)

### IT vendor cost



### Sales personnel cost

Number of position



### Client impact

- Successfully allocated the overall growth target to each store by brand (first time in client history😊), also allocated the trade investment based on sales target
- Reduced IT vendor cost by 75% by having a McKinsey consultant work for 1 month in place of 4+ months of vendor work
- And uncovered 30% sales cost savings by identifying sales personnel activities that can be eliminated
- Set up the client for a more effective decision-making and refocused the sales organization on value-adding activities

As a result, McKinsey won a full-year sales transformation project starting in 2018

This can be used as teaser/trial for core M&S projects!!