

Power BI Streamlines Cosmetic Company's Procurement and Sales Analytics

The Challenges

The growth and expanded product range of a European cosmetics company increased the challenges of managing procurement from multiple vendors and tracking sales performance. It was becoming increasingly difficult to compare product prices, and the company lacked a comprehensive platform giving them a clear overview of sales performance. The company **needed a better platform** in order to analyse sales data, identify trends, and ultimately make better-informed business decisions

The company found it particularly **challenging to gain useful insights** into customer behavior from Amazon Seller Central data, which is hard to navigate. It offers three main options: Seller Central Dashboard Overview, Amazon Selling Partner API, and exported data reports. The company **relied on exported data reports** but found the process of manually combing all the extracts time-consuming and inefficient, leading to delays in accessing crucial business insights.

The Approach

Inflexion met these challenges by implementing an automated system, using Microsoft Power BI. We took the following steps:

- ➔ **Automated Data Collection:** we set up an automated system enabling the company to upload Excel procurement and sales data files into a OneDrive folder. This eliminated the need for the manual consolidation of reports and meant that up-to-date information was available for analysis.

AT A GLANCE



LOCATION
NETHERLANDS



PRODUCTS
POWER BI

CHALLENGES

- ➔ Inefficient procurement process due to the lack of historic pricing data
- ➔ Lack of a comprehensive platform showing overall sales performance
- ➔ Time-consuming manual reporting process
- ➔ Lack of real-time access to sales insights

HIGHLIGHTS

- ➔ Streamlined procurement process
- ➔ Automated reporting, saving **30 hours** a month
- ➔ **5%** boost in sales
- ➔ **Self-Serve** Capability

- **Power BI Integration:** we connected the business analytics tool Power BI to the OneDrive folder, ensuring real-time updates whenever new files were uploaded.
- **Self-Serve training:** Inflexion provided the company with training sessions on Power BI, empowering them to create reports and analyse data themselves, without relying on external assistance
- **Enhanced Insights:** we made it possible to easily view and compare historical and recent procurement prices. The visualization capabilities of Power BI offered the team the insights into sale performance and geographical trends they needed in order to make data-driven decision.



Business Outcomes



Improved Cost Efficiency

being able to see previous and recent procurement prices from multiple vendors made it easier for the company to **make better-informed decisions**. This improved negotiation strategies, optimized costs, and reduced the expenses involved in sourcing products, leading to an overall increase in cost efficiency.



Enhanced Sales Analysis

having access to a comprehensive sales data analysis platform gave the company **better insights into their sales performance**, trends, and customer preferences.



Streamlined Reporting

automated data collection and reporting greatly reduced the manual effort needed to generate reports, saving resources and approximately **30 hours'** work a month.



Geographical Insights

being able to analyse **sales performance across different regions** helped the company tailor its marketing and distribution strategies.



Boost in Sales

adopting a more efficient data-driven approach and gaining a better of understanding of sales trends and customer behaviour contributed to the company's **5% sales boost**.