Boost Sales Performance through Data Analytics and Visualization

10 %
Amplified profitability

6%
Improved Sales

0
Manual effort

The Challenges

Largest and most trusted online job portal and recruitment platform faced several challenges in building dashboards related to customer registrations, sales, and leads. One of the key challenges was consolidating data from multiple sources, including internal systems on Google Sheets and web data from platforms like Google Ads, Google Analytics, Yandex Metrica, and Microsoft Clarity. Integrating data from diverse sources with different formats and structures posed a technical challenge. Each data source may have its own format, structure, and API requirements, making it difficult to consolidate and analyse the data effectively. Selecting the right metrics aligned with their business goals proved essential. Lastly, transforming raw data into actionable insights required expertise in both business and digital marketing metrics. By addressing these challenges, the client aimed to gain a comprehensive view of their customer acquisition, optimise their sales performance, enhance lead generation efforts, and make informed data-driven decisions to drive their business growth.

AT A GLANCE

LOCATION
UNITED ARAB EMIRATES

PRODUCTS
GOOGLE BIGQUERY | LOOKER STUDIO

CHALLENGES

➜ Limited awareness of shared data was hindering departmental collaboration

➜ Manual data consolidation across multiple formats and structure

➜ Absence of technical expertise for diverse data sources

➜ Insufficient actionable insights on customer acquisition and retention

➜ Lack of comprehensive sales performance insights

SUCCESS HIGHLIGHTS

➜ Increased customer acquisition and retention

➜ Amplified profitability by **10%** through optimized marketing efforts

➜ **6%** improved sales funnel

➜ Improved operational efficiencythrough automated reporting

➜ Dashboards with Real time data and **zero** manual effort

inflexion
analytics

The Approach

To address the challenges, we devised a comprehensive approach that involved creating three separate dashboards: Acquisition, Retention, and Ecommerce.
As part of Phase I, considering the diverse range of data sources and the desire to automate data loads in the future, Inflexion Analytics proposed setting up a dedicated instance of Google BigQuery in the cloud for the client. This would ensure efficient, automated, and secure data upload and integration right from the start. We offered our assistance in setting up Google BigQuery and demonstrated how data uploads could be streamlined.

The second phase entailed the implementation of the dashboards, which required close collaboration and multiple iterations with the relevant teams to refine and finalise the designs. Through iterative feedback and discussions, we worked alongside the relevant client teams to ensure the dashboards met their specific requirements and address any discrepancies, incorporate valuable inputs, and fine-tune the dashboards to their optimal state. By actively involving the teams and incorporating their expertise, we were able to create dashboards that effectively catered to the customers' needs and provided a valuable tool for data-driven decision-making. Key requirements of this process involved:

Data consolidation
We had to consolidate data from multiple sources, including internal systems and various web platforms, to gain a comprehensive view of customer registrations, sales, and leads.

Data integration
Integrating data from diverse sources with different formats and structures.

Data quality
Ensuring data accuracy, reliability, and consistency across different sources is crucial to avoid misleading insights and ineffective decision-making.

Metric selection
We had to select relevant metrics that align with their business goals and effectively track customer registrations, sales, and leads.

Actionable insights
Identifying relevant key performance indicators (KPIs) and metrics to track customer registrations, sales, and leads is essential to ensure the dashboards provide meaningful insights.

Business Outcomes

Increased customer acquisition and retention

By gaining a comprehensive view of customer registrations and retention metrics through the Acquisition and Retention dashboards, they can identify effective marketing channels and strategies for acquiring new customers. This can result in increased user registrations and improved customer retention rates, driving overall business growth.

Optimised sales performance

The Ecommerce dashboard will provide valuable insights into sales data, enabling the customer to understand revenue generation, customer behavior, and conversion rates. By analysing these metrics, they can identify areas for improvement within the sales process, optimise their sales funnel, and ultimately increase sales performance.

Data-driven decision-making

The availability of accurate and up-to-date dashboards, coupled with automated reporting, empowered them to make data-driven decisions. By having a holistic view of customer registrations, sales, and leads, they can identify trends, patterns, and opportunities to inform their marketing and sales strategies.

Improved marketing ROI

With data integration in Google BigQuery and streamlined ETL routines, they can gain better visibility into marketing attribution. This allowed them to accurately measure the performance of various marketing channels and campaigns. By optimising their marketing efforts based on these insights, they can maximise their return on investment (ROI) and allocate their marketing budget more effectively.

Data Security and Scalability

Implementing Google BigQuery provided them with a scalable and secure data infrastructure. This ensures that as the company grows and data volumes increase, the system can handle the expanding data requirements efficiently. It also provides robust data security measures, protecting sensitive customer information and maintaining compliance.

Improved operational efficiency

Automating data integration and report generation processes frees up valuable time and resources for client's team. This allows them to focus on analysing insights, identifying opportunities, and implementing targeted marketing and sales initiatives. The increased operational efficiency can lead to improved productivity and overall business performance.