

Powering Profits with Data: Transforming an Electric Company's Sales Channels



CHALLENGE

Faced with data access challenges, the Electric company recognized the vital role of data analysis in fine-tuning sales and revenue optimization across various channels.

GOALS & OBJECTIVES

1. Analyze and optimize sales and revenue
 - a. SKU-specific sales analysis
 - b. Geographic variances in product demand
2. Data alerts for procurement
3. Inventory control
 - a. Minimizing overstock
 - b. Preventing stockouts

SOLUTION

- Self-service analytics empowered cross-departmental data access and analysis.
- Employees conducted SKU-specific sales analysis, monitored geographic demand variances, set real-time procurement alerts, and optimized inventory.
- Customer loyalty was bolstered through tailored offerings, enhancing the customer-company relationship.

ECONOMIC VALUE



15% profit optimization



Improve customer loyalty and retention



Reduction in procurement costs



Enhanced inventory management