Global Alcoholic
Beverages Firm

Resolving Sales Data Challenges with Microsoft Azure and Power BI Stack

Client Overview

Our client is a leading multinational beverage company with a presence across 50 countries, and is famous for its iconic alcoholic labels and brands.

In India, it enjoys the position of one of the key market leaders & maintains a workforce of over 1,500 employees with more than 20 production sites established across the country.

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Problem Statement

India's complex Alco-beverages market, created complex data challenges related to varying liquor excise policies, complex routes to market and quotas split between Indian states and territories made it difficult for our client to effectively accumulate and report commercial data.

These factors, combined with internal organizational practices, like disparate data entry systems across business units, and excessive reliance on MIS teams created a complex environment that severely hindered the ability to generate accurate and timely insights.

Key Challenges

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Limited Visibility and Reactive Management

The Lack of a centralized repository for sales, led to inconsistencies and gaps in the data, making it difficult to review business performance across geographies and territories

Workflow redundancy

The business reporting and analysis were done manually on spreadsheets. This involved extensive data entry, calculations, and formatting, all of which were prone to human error. Moreover, it led to delays and non-intuitive reporting.

Data inconsistency and security issues

Unsupervised data accessibility led to duplicity, and unmonitored changes creating issues while reporting. These inconsistencies in data availability, collection, and usability meant that there was a dire need to implement data governance and security protocols.

Manual Data Handling

Addition of a new KPI and new data source was a challenge, it was manual for every requirement and involved frequent back-and-forth with the MIS team to accommodate each requirement. This led to increased time-consumption and inefficiencies.

Solution overview
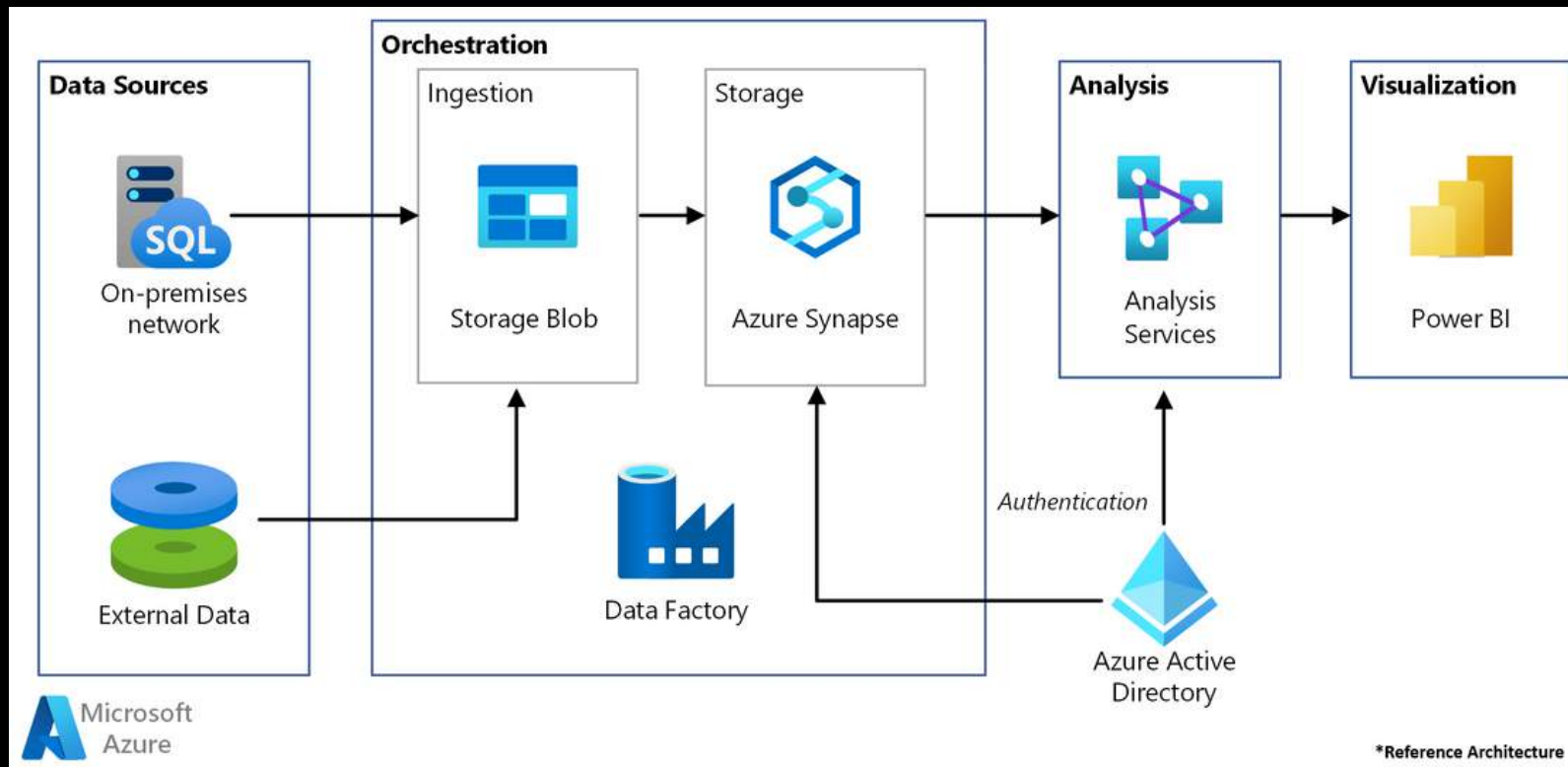
We provided a Commercial Performance Dashboards where they could track demography and territory-based information along with their assigned budgets & target quotas.

Additionally, we helped our client move to a cloud-based solution that helped establish a centralized data repository that would contain all the sales data to feed the analytical systems. Implementation of Azure Data Factory and Power BI based solution with deployment pipeline helped automate the workflows and reports, that fueled their strategic decision-making.

Solution Implemented

The solution was implemented through four key steps :

STEP 1: Cloud-based Migration
We helped the client move to Azure SQL DB to infuse scalability, and flexibility into the enterprise data management practices.

STEP 2: Centralized Data Repository
Utilizing the cloud-based solution, we established a centralized repository whereupon, we created a hierarchical table structures to define role-based access rights at the data warehouse level. To avoid any performance bottlenecks, an SSAS Layer was added and fed into the power reports with established live connection.

STEP 3: Data Workflows & Consumption
With Azure Data Factory, we created and scheduled data-driven workflows that could ingest and feed data from disparate sources into the centralized Azure Data Warehouse.

STEP 4: Data Visualization & Reporting
Microsoft Power BI was used to offer intuitive and near-real-time reports and dashboards to business decision makers. To fast-track reporting further, we enabled the Power BI solution with a Deployment Pipeline.

Business Impact

20%
reduction in execution of jobs

On-premise task handler/scheduler to a cloud-based platform like Azure Data Factory led to reduction in the execution time of each job.

50%
reduction to the report load and refresh time.

The reports on live connection instead of the import mode delivered a reduction to the report load and refresh time.

2x
improvement in decision making

The self-service nature of the platform allowed business leaders to sift through the data & reports easily and access it across mobile phones or tablets on their own, enabling quicker decision making.

Improved Data Accessibility

Azure Blob containers and Azure Gen2 buckets implementation enabled pulling in large multi media files quickly - be it employee data, sales data or bottles related images.

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Improved Governance

Defined a robust governance framework to restrict and manage the accessibility of data/dashboards/ reports across business units as well as users.

Optimized task triggers

Replaced time-based triggers with event-based triggers and eased the scheduling of any following jobs. Example- new reports now get generated on the completion of events which streamlines the workflow.

About Us

As a data analytics and enterprise planning powerhouse, Polestar Solutions helps its customers bring out the most sophisticated insights from their data in a value-oriented manner. From analytics foundation to analytics innovation initiatives, we offer a comprehensive range of services that helps businesses succeed with data.

The impact made by our 600+ passionate data practitioners is globally recognized by leading research bodies including Forrester, Red Herring, Economic Times & Financial Times, Clutch and several others. With expertise across industries and functional capabilities, we are dedicated to make your data work for you.

Feel free to contact us at marketing@polestarllp.com