CASE STUDY

REAL-TIME ANALYTICS WITH TABLEAU IMPROVES
SALES PERFORMANCE FOR A GLOBAL LEADER
IN SPECIALTY BIOPHARMACEUTICALS

USEREADY

SUMMARY
Transformed a dreary process of manual report creation and sharing by building a secure, interactive visual analysis and reporting framework using Tableau Online. This enabled multiple teams and groups spread globally to access analytics content efficiently.

PROBLEMS
Client wanted to create a secure and agile reporting system that enhanced accessibility, reduced time for analytics and accelerated decision-making.

SOLUTIONS
Established a BI-optimized data preparation process. Tableau was used to build highly-interactive dashboards and Tableau Online was leveraged for secure sharing.

BENEFITS
Faster analytics TAT from 15 days to 2 days. Shareability increased among as many as 150 users.

Overview
A leading biopharmaceuticals company needed real-time visibility into the sales performance of all its product in all the geographies. This called for an interactive visual analysis and reporting framework, subsequently to be shared among multiple teams spread globally, to gain insights and make quick business decisions.

Challenges
Static Reports
The static reports were manually prepared for each user group using raw, siloed data which were presented in basic, numerical terms. This made the reports highly intangible and difficult to understand.

Manual Data Preparation
As separate reports had to be prepared manually for different groups, the time to analysis was significantly increased resulting in delayed business decisions. It took almost 15 days to prepare a report, thereby hampering overall sales performance.

Limited Shareability
Sharing information with large groups within the organization was a challenge. A secure reporting platform was required to monitor access and ensure security of the information being used. Only a few users could access the analytics reports. Thus, a reporting platform was obligatory to enable accessibility and sharing of the advanced analytics with end-users.

Delayed Business Decisions
Ultimately, the static spreadsheets and workbooks, lack of a secure access to analytics content, and problems of the existing reporting practices led to delayed business decisions.

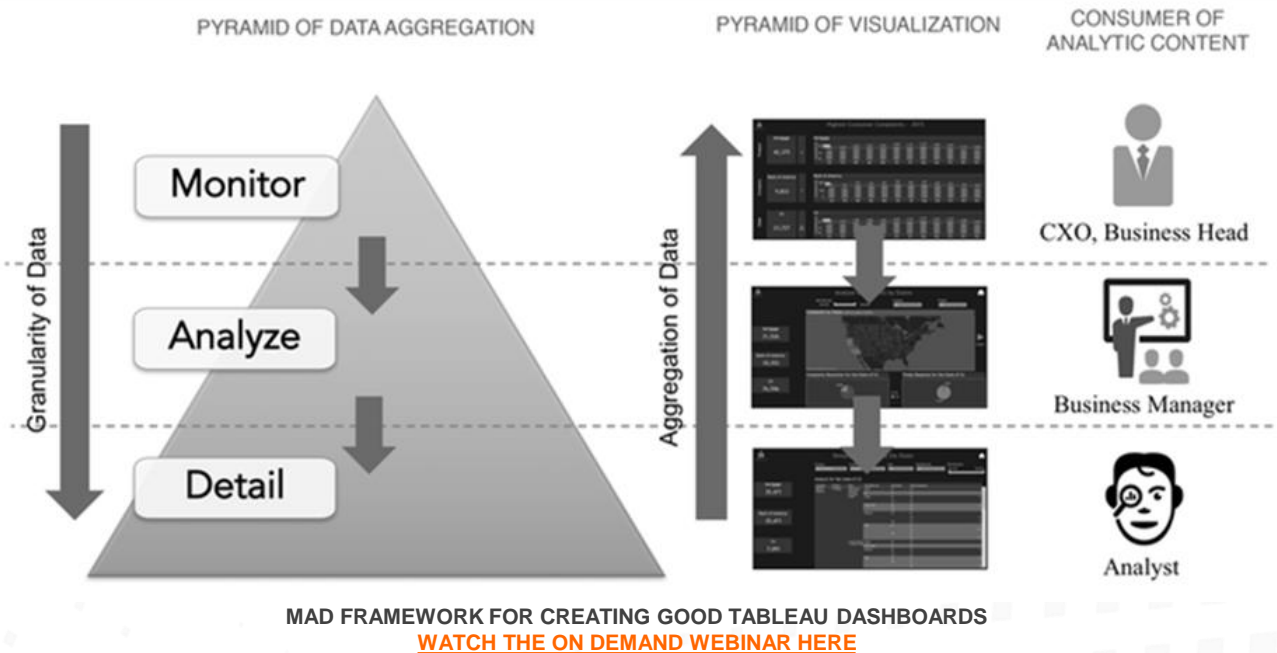STATIC REPORTS   MANUAL DATA PREPARATION   LIMITED SHAREABILITY   DELAYED BUSINESS DECISIONS

Solution
Tableau dashboards
We created multiple Tableau dashboards using MAD methodology to convey relevant information in a crisp, interactive and consistent manner. Our enriched dashboards could be interactively explored

PYRAMID OF DATA AGGREGATION   PYRAMID OF VISUALIZATION   CONSUMER OF ANALYTIC CONTENT

MAD FRAMEWORK FOR CREATING GOOD TABLEAU DASHBOARDS
WATCH THE ON DEMAND WEBINAR HERE

to gain summarized information as well as discover important minutiae and additional insights.

- REVENUE COMPARISON
- QUANTITY COMPARISION
- PRODUCT SALES MIX
- REGIONAL SALES MIX
- TOP MARKETS
- TOP PRODUCTS
- TOP SALES CHANNELS
- GROWTH PER REPRESENTATIVE
- MARKET SHARE
- AVERAGE SALES CYCLE
- PERFORMANCE BY BUDGET
- MARKETING TO SALES RATIO

Tableau dashboards enabled users to find connections between disparate information and graphical representation enabled the client's teams to put data in perspective.

Tableau Online for Analytics
Tableau Online was used to host and enable sharing of dashboards with multiple users in the executive, sales and brand teams across geographies.

Tableau Online enabled access management and became a unifying channel for users to view the dashboards on their devices, aiding enhanced sharing and collaboration.

User authentication
Advanced authentication and authorization mechanisms were setup using enterprise Active Directory, to ensure that only pre-approved users were allowed access to the analytics content. Each user's access was set up to be controlled by their role, designation, department and location.

Online supported a large number of users including read-only users and interactors along with both complex and moderate workloads.

Benefits

Faster business decisions

Tableau dashboards delivered double the analysis in half the time aiding faster decision making. Multiple teams could now measure product performance, explore new sales opportunities and gauge sales targets faster.

Faster turnaround time

Automated data integration and the use of MAD technique for dashboard building resulted in faster turnaround time. This reduced the reporting time from 15 days to 2 days.

Increased profitability

Ability to take quick decisions based on the performance of products ensured that sales, marketing, development and manufacturing could be aligned to cut down costs and increase sales for best performing products.

Improved Sharing and Collaboration

Tableau online ensured seamless access to reports for all authorised users. In turn, increasing shareability between 150 users from the earlier few. Users from all departments and hierarchies could consume the same report from multiple devices.

"Because of their clear understanding of each vertical, USEReady helped us do the same kind of analysis in a more comprehensive way at a much broader scale. We get done in days what used to take months to do. They have created an agile, visual analytics and reporting model and helped us understand the true meaning of self-service BI."

— Sr. Director, Sales
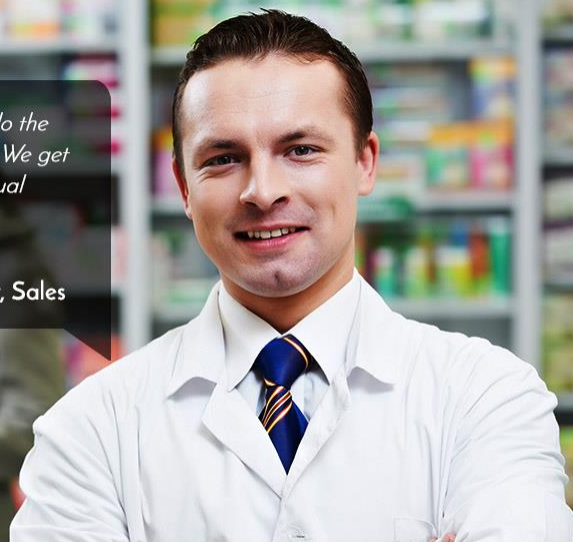
ABOUT USEREADY

USEReady is a leading provider of advanced business intelligence, data management, and network security solutions. Our mission is to help businesses succeed by fast-tracking their business performance - through our industry, domain and technology expertise, agile global delivery practices, and our customer fanaticism. For more information, visit: www.useready.com

REQUEST A DEMO   WRITE TO US