

# FMCL DISTRIBUTION

(Retail Sales Operations)

Nigeria



## CASE STUDY

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### Business Need

Business intelligence solution that should help the company to leverage the sales in a more effective manner.

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### Business Benefits

leverage the sales, stock and collection in a more effective manner

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### Solution Highlights

self-service analytical capabilities to take care of sales, inventory, and collections.

## FMCL - BI

A multi-faceted business that distributes goods that affect the daily lives of African customers. They have dedicated our resources to supply chain management by importing / manufacturing and distributing products for the best multi-nationals in the world covering branded food, fast-moving consumer goods, and appliances products. With a competent professional team, reliable infrastructure and efficient delivery systems, a product portfolio spanning 1500 SKUs are managed to ensure the supply of goods covering 93 percent of the country of operation's throughput.



# BUSINESS NEEDS

FMCL needs to have information that quickly shows a holistic view of their deals with the ability to easily dive deeper into any data point—without requiring much time or effort. FMCL needs to have information that quickly shows a holistic view of their deals with the ability to easily dive deeper into any data point—without requiring much time or effort. Nevertheless, account details are often hidden on multiple screens, and it is difficult to understand an account correctly, overall. Dashboards will allow teams to spend their attention on business and less time on administrative tasks or data-searching.

We should have centralized dashboards so that everyone uses the same data to make decisions—with these reports serving as single sources of truth. Managers and senior leaders can speak the same language and work toward common sales KPIs. Having clear sources of truth across departments means making critical decisions with evidence and not just intestinal feeling.

The platform will be used most efficiently from the context it offers, helping managers identify patterns or trends, set realistic targets, and develop teams. For example, Viewing the status of deals by the representative, we can help the teams to change their strategies. Those actionable perspectives will re-engage disheartened teams, concentrate the team on customer satisfaction and reduce planning uncertainty.





# BUSINESS BENEFITS

The company uses the reports that are connected to live data sources of reliable and checked data to make them better prepared and never caught off guard — helping everyone in the enterprise to be more flexible, pivoting rapidly to meet the target or more efficiently to job opportunities. Analysts can generate more precise demand predictions, leaders can more strategically plan regions, and teams can get an exact picture of where they stand against their targets.

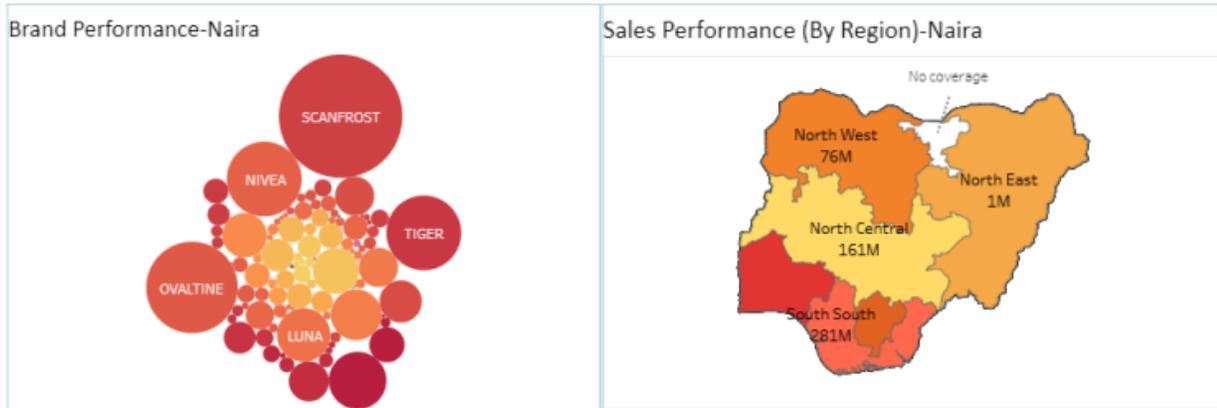
- Time saved from fast data preparation
- utilized in self-service data analysis,
- pattern discovery, drawing insights and report generation.
- All of which is crucial in a company's growth by taking premeditated decisions based on facts.

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## SOLUTION HIGHLIGHTS

The wholesome analysis is possible through dashboards where data is integrated from Oracle EBS R12. The dashboard that tracks every team member's progress. Often, you can quickly see if each member of the team is above or below the goal, and drill down to see each transaction.

Tableau provides somewhat more versatility once it includes dashboard planning. The selection of visualizations, computer programming interface, visualization sharing, and intuitive software discovery capabilities are even focused on Power bismuth.



# BOTTOMLINE

Overall this was a significant achievement for Kaladi Consulting. Tableau increased the autonomy of users for specialist departments by means of self-service review and allowed the client to evaluate their business and related activities more efficiently on a daily basis. Tableau has saved a lot of precious time for the company and shifted the focus from report production to review the results, obtaining useful insights into the data and making informed decisions.

## ABOUT KĀLADI

Kāladi Consulting is a global technology consulting firm where passion for results takes center stage. We are innovative thinkers with a sense of creativity and focus on ensuring customer delight in all our engagements. We specialize in enterprise, web and mobile technologies, BI metrics, Oracle and Dynamics ERP and RPA.

## CONTACT INFO

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