Case Study: *Turning 100+ Data Sources Into a Unified BI Dashboard (1)*

Introduction

In 2004, we began working with a single business unit within a global pharmaceutical company to assist with consolidating their sales reporting and performance. Once we successfully created one clear dashboard, we were asked to expand this tool to encompass the national and international operations data.

The Challenge

The client lacked the ability to unify their multi-channel and multi-business unit data. The amount of time required to generate a single data report was not acceptable and needed to be shortened.

Our Solution

Starting with a single business unit, we created the XPERT cloud platform to give our client a 360° view of their sales and marketing performance. We built and privately hosted a centralized data-warehouse that combined more than 100 different data sources onto one reporting-analytical system.

Based on the success of that project, we then scaled the dashboard to every other national and international business unit and grew the XPERT platform to include:

• Data visualization, data integration, calculations, and forecasting

• Tools for business units to perform territory alignment and build target lists

• Versatile import and export capabilities, including:

  • Pulling data from flat files, images, PDFs, and unstructured sources

  • Exporting data into predefined corporate templates for presentations

  • Performing daily, weekly, monthly, quarterly, and ad-hoc data releases

• Customized iOS, Android, and Web Apps for sales, administrative, and executive teams

• Tools for turning data into business plans

• Tools to follow performance, create objectives, and set and monitor goals

We built XPERT as cloud-based web app that also works on iOS and Android

Case Study: *Turning 100+ Data Sources Into a Unified BI Dashboard (2)*

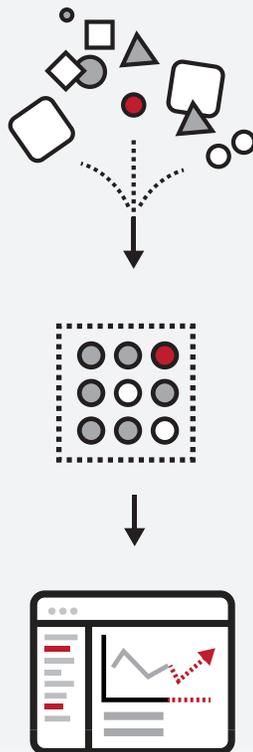### How It Works

Integrate Data
We worked with the client to gather data from more than 100 different application, tools, reports, and databases. Then, we combine it all into one stream.

Transform Data
We wrangled the data to make sure it all fits together, freeing up to 80% of our client's analyst time.

Operationalize Data
This data (standardized and processed) now powered the XPERT dashboard, showing advanced visualizations and predictive analytics based on client requirements. Later, we used the same data to power new applications for the client.

Results

We helped make the client's sales administration more efficient and freed up data analysts to focus on higher level performance by consolidating data into one centralized warehouse. Today, we continue to refine and add new features to the XPERT platform to accommodate new business needs.

About Us:
XSUNT is a technology & services company that builds platforms for integrating all of your data into one stream; making sense of it with custom dashboards & visualizations; and distributing it to the right people, in the right way.

Interested in learning more? Reach out to us for a free consultation:
info@xsunt.com