

Data visualization solution in Microsoft Power BI for healthcare and eyecare services provider in the UK



BUSINESS CASE

- » Healthcare and eyecare services having franchises spread across the UK
- » Need for getting insights into franchises' operations and better visibility into overall business
- » Looking for easy and intuitive way of understanding sales growth by various dimensions of business, finding variances in sales, gross profits by year and months
- » Management wanted to leverage such analysis to increase the company revenues and overall growth in profits

BUSINESS BENEFITS

- » Dashboards enabled better insights into customer's franchises' operations as well enhanced visibility into the overall business
- » Overall franchise costs have come down and franchise operations sales growth has improved
- » Analysis across various dimensions of business, finding variances in sales, gross profits by year and months is easy to carry out

SOLUTION

- » Designed and implemented a data visualization solution in Microsoft Power BI providing overview and deep insights into sales turnover by franchise, sales turnover by customer settlement types and sales turnover by opticians.
- » The data visualization solution works on complex data sets covering operational data and the solution is designed to scale up analysis depending on the needs of end users
- » The entire data analysis process has been designed to be highly intuitive and easy to use from the end user standpoint

Here is what the Managing Director of the company had to say about our work:

"I am absolutely delighted with these dashboards - they are fantastic and will be so useful for analysing our business moving forward"

