A leading manufacturer of vitamins and nutritional supplements uses Azure Synapse Analytics and Power BI to improve customer satisfaction and optimize staff productivity

Background

The customer was one of the leaders in health and wellness products and offered innovative products and solutions to the marketplace majorly in the form of vitamins, minerals, herbs, sports, active nutrition, and other supplement categories.

Business Challenge

The customer had **manual reporting systems** for most of their finance functions and had to undergo complicated and time-consuming calculations, **delaying processes, and impacting business performance**.

Their current process was not scalable and had several limitations; they envisioned a new scalable analytics solution for their **Gross Margin Variance Analysis** (GMVA) process, utilizing the **Microsoft Power Platform**. They wanted to:

- Build a centralized repository of the company's chart of accounts and all transactional data to enable **future analytics**
- Replicate the reporting logic used monthly in multiple tools (Tableau, Hyperion, and Excel) on an **Azure** infrastructure
- Build and provide ready to use reports to their accounting department, which will reduce time and manual interventions of their staff

WinWire Solution

WinWire analyzed the customer's existing processes, reports, and custom-built hierarchies. To have a better understanding, we interacted with the customer's finance department to gather information on multiple upstream datasets. We also built and:

- Developed a data platform by using **Azure Data Factory** to capture transactional (sales and general ledger data) from multiple sources

- Built a secure big data analytics-ready centralized repository using **Azure Data Lake Storage** (Gen 2)

- Built a semantic model in **Azure Synapse Analytics** and leveraged **Power BI Premium** to replicate the existing GMVA reports that enabled the customer to have a better financial visibility
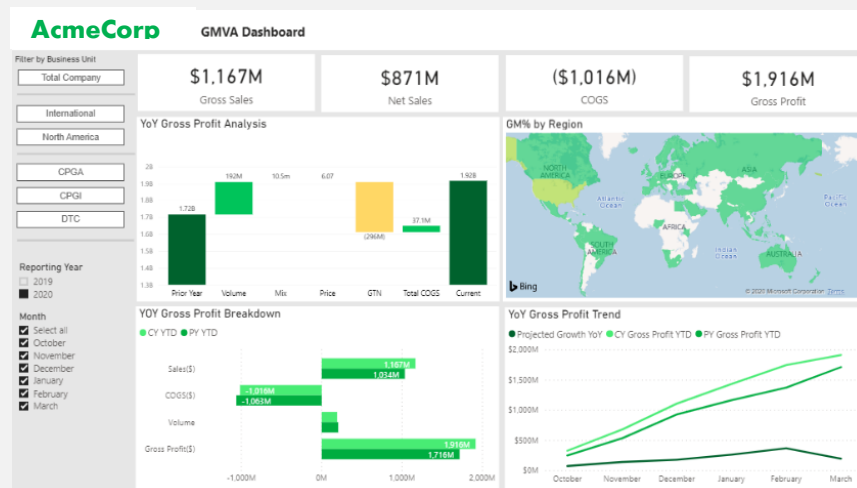
Business Value

- Helped to optimize cost and uplift staff productivity
- Provided a better financial visibility
- Elevated business efficiency and performance
- Improved customer satisfaction
- Better platform and support to the customer with no impact to end-consumers business
- Scalable analytics-ready platform for future applications for optimal gross margin

WinWire Technologies

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