Large National Retailer

Assisting a Retail Organisation with KPI Monitoring

exposé
Data Exposed

Assisting a Retail Organisation with Performance Monitoring

PROBLEM

Our client had undergone an organisational restructure and as a result determined new KPIs to measure company performance.

Key Performance Metrics were previously reported using PowerPoint and the client had the desire to move to a more contemporary solution.

Exposé was engaged to visualise these new KPIs on a dashboard for the Senior Leadership Team to monitor with respect to their developing data platform and data strategy.

SOLUTION

Exposé engaged key metric owners throughout the business to understand the measures, data sources and data currency.

Data was leveraged from existing semantic models and combined with new data sources identified.

Workshops were conducted to understand consumer needs and drivers.

The KPIs were presented in Power BI utilising data visualisation best practices.

A single-page dashboard was designed to show company performance at a glance and quickly draw attention to underperforming areas.

The visualisations were created to facilitate rapid assessment of key metrics and clearly show performance against targets over time.

BUSINESS BENEFITS

Moving from a traditional scorecard to contemporary data visualisation techniques, the leadership team are better able to see trend and variability in their metrics.

The leadership team have an ability to self-serve and interact with their KPI data, increasing efficiency and reducing administrative effort in report creation and distribution.