

Tiger Analytics helped an American food conglomerate gain 10% efficiency in supply chain managed through Power BI and WebApp

Tiger Analytics built a Central Customer Service Hub to provide end-to-end visibility into various KPIs within the key sub-functions. The solution's dashboard helped create custom views and monitor the overall health with actionable alerts based on thresholds. It also generated insights to determine the operational drivers of plant-level performance against sustainability goals.



The Background

Our client is an American Food conglomerate with an assortment of products - corn chips, potato chips, and other snacks. Their supply chain function was divided into four sub-functions, each with ~15 KPIs tracked to monitor the overall business health. These KPIs are visualized in siloed dashboards built using tools like Power BI, Tableau, Excel, etc. So, the client wanted to build a central customer service hub and migrate to Power BI with all KPIs under a single umbrella.

Key Challenges

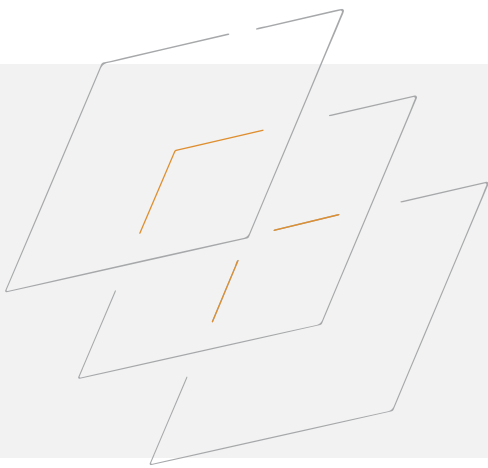
- ✓ **Lack of centralization for fulfillment metrics:** The service leader spent a lot of time pulling data and creating reports from disparate sources to monitor fulfillment metrics with no centralization. It created difficulty in taking timely decisions and corrective actions.
- ✓ **Poor performance of reports:** The performance of PFNA Sustainability Tableau reports was significantly below expectations. It needed to be migrated to Power BI to avoid multiple inconsistencies in terminologies, formatting, etc.
- ✓ **Difficulty in identifying key operating variables:** There was an inability to identify key operating variables and provide a cost-impact analysis of each operating variable on key sustainability metrics.

Our Solution

In the initial step, a web application was constructed, merging Power BI's and WebApp's strengths. This newly developed platform had specific business logic rules focused on alerting, favorites, and a tailored homepage design for the Customer Service Hub. It featured KPIs juxtaposed against targets, detailed visualizations outlining daily trends, and predictions about top/bottom products and future trajectories. The back-end support included customer service dashboards for selected KPIs, orchestrated source data ingestion, and app-agnostic and app-specific business logic, data definitions, and alert rules.

The next step entailed the team redesigning the existing Tableau report, ensuring the alignment of Tableau functionalities with Power BI features. The report performance was optimized by diligently adhering to Microsoft's standards using DAX for measures. Consequently, Power BI dashboards could be accessed in less than five seconds.

Finally, the last step was undertaken to analyze data sources, including product mix, plant running capacity, and performance metrics. Through exploratory data analysis and modeling techniques, operational drivers were identified, shedding light on the cost implications of each operational variable. Subsequently, Power BI reports were developed to provide these insights.



Tech Stack

/ Azure

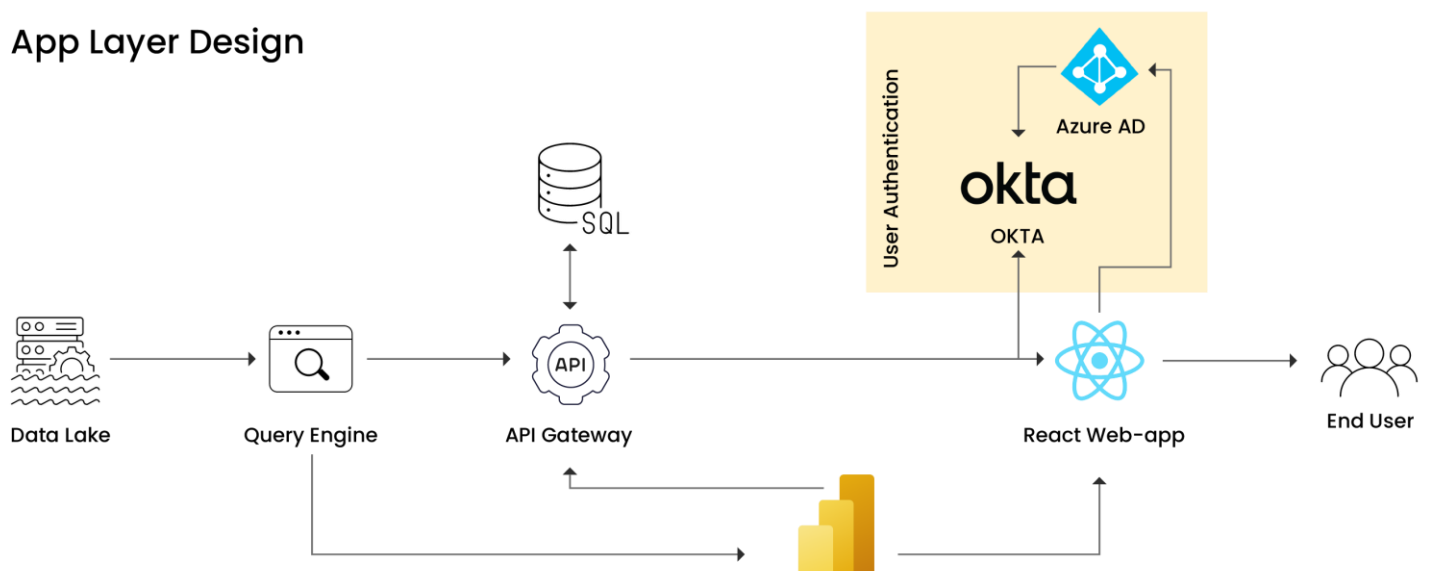
/ Power BI

/ Tableau

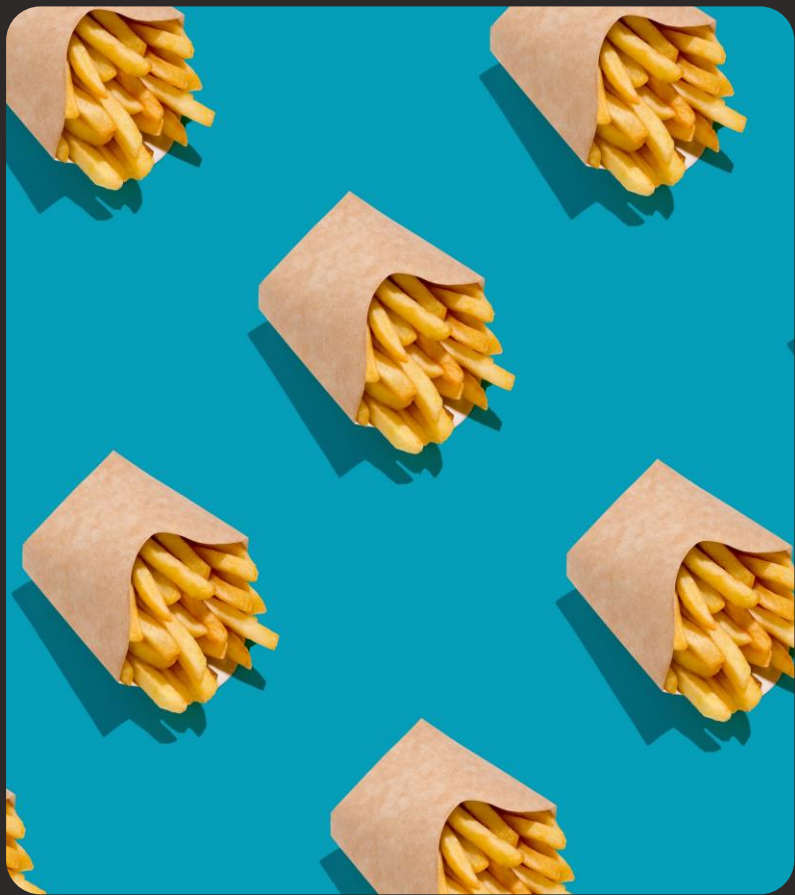
/ React and NodeJS

Solution Architecture

App Layer Design



Value Delivered



A centralized dashboard was deployed to track and monitor all supply chain-related KPIs, gauge performance, and provide full visibility, Next Best Action recommendations, etc.

A 10% efficiency gain was realized by reducing the complexity and incorporating best practices in building Power BI reports.

The Sustainability team could make more informed decisions with a one-stop visual representation of key drivers and consumption summary. It also provided added functionalities to determine potential savings and get actionable insights.

About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to ***provide certainty to shape a better tomorrow.***

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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