

Case Study

Healthcare Analytics for A Specialty Medical Device Manufacturer

Industry

Healthcare

Location

North America

Function

Sales

Scope of Services

Analytics For Managers & Representatives

Challenges

- Absence of deeper insights into sales across customers, timelines and geographies
- Ineffective tracking of sales rep & manager performance across geographies
- Lack of dynamic visualizations for sales data in Salesforce
- Existing reports not up to industry benchmarks in performance and analytical capabilities

Solutions

- Dashboards & Visualizations
- Custom Extensions (VBX) for SAP Design Studio

- Delivered sales analytics solutions catering to managers & representatives, delivering insights on sales key performance indicators including actuals, target, variance, net invoice, adjustments, service revenue
- Consolidated multiple reports (5-6) to deliver the solution in a record time of two (2) months
- Delivered dynamic drilldowns on sales performance till Sales Rep level, and enabled Sales Channel hierarchies supporting multiple currencies for a global audience
- Leveraged the following VBX product extensions for SAP Design Studio: bullet chart, facet filter, combination chart, bookmark, personalization, export-to-excel and more

