SMU SINGAPORE MANAGEMENT UNIVERSITY

FUJI XEROX

SMU-X

Project Brief

We have worked with **Fuji Xerox Singapore Pte. Ltd.**, specifically the Deals Management team under the Strategic Business and Marketing department. This project aims to boost the productivity and efficiency of the Deals Management team. Our solution was to ensure that they can obtain clear visualizations with a few clicks, that will be useful for their client and sales analysis. This is done using a web portal, which would contain functions that allow the seamless integration of data. As data was received in an excel format, it may be uploaded directly to our web portal and produce visualisations immediately for the client.

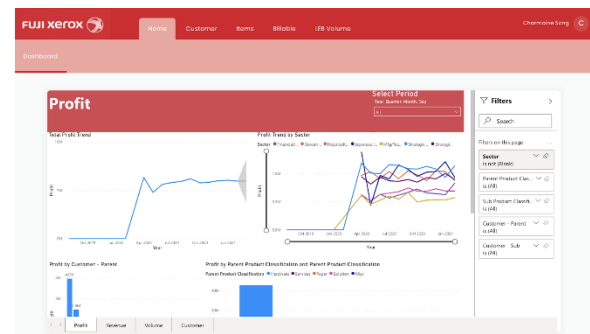### Key Problems raised by client:

1. Based on customer print volume, how can we analyse its distribution in different sectors?
2. How to identify customers by their profitability (live and ongoing data) so that FXS can better manage the next course of actions?
3. Based on customer historical spending, industry trends, how can we predict the forecast spending and profitability of the customer?
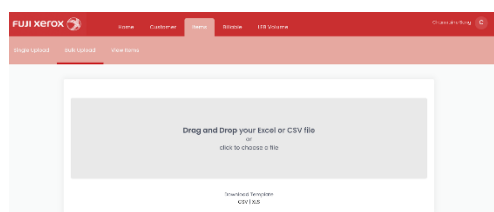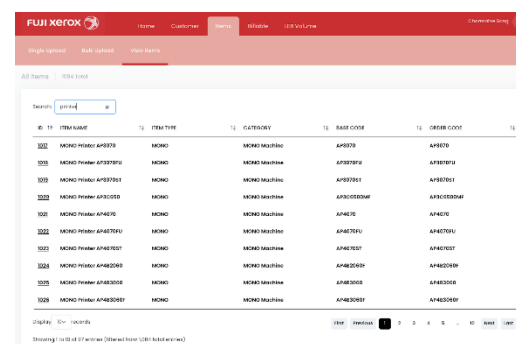4. Above 1-3 base on sectors, industry, segments etc

Solution: Web Portal

User Access Control

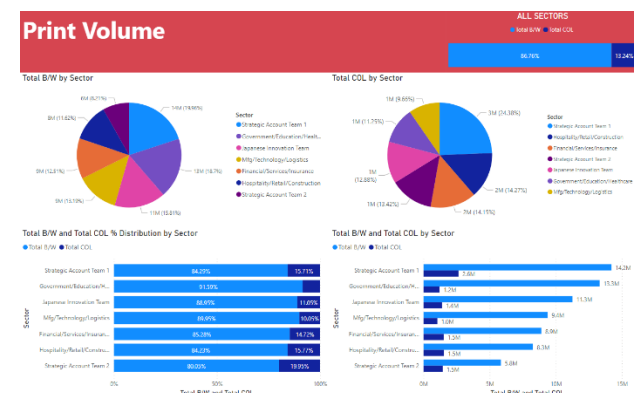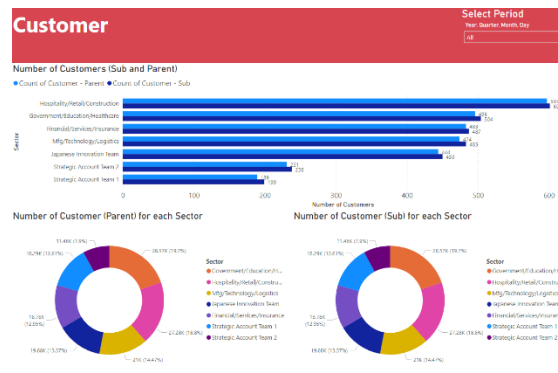### Embedded with secure Power Bi reports and graphs

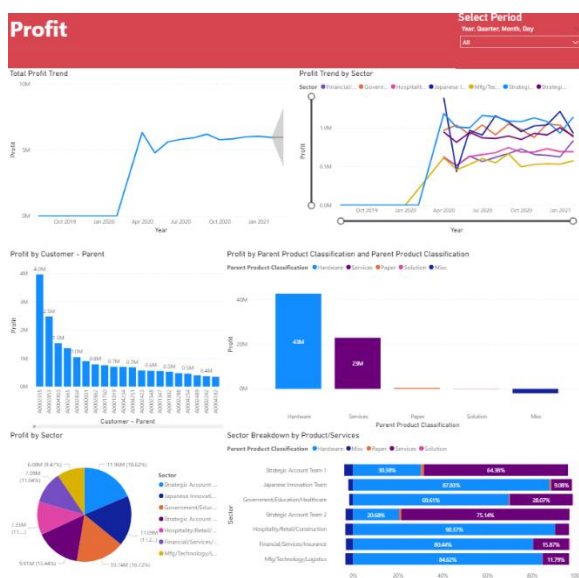### Data Uploading to database

Web Portal: Power Bi Dashboards

Key Points of Analysis for the client:

1. Clear visuals of the Profit/Revenue trend and predictions for client's top customers
2. Customer and industry trend comparisons
3. Print volume trend and comparisons across key sectors for the client

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