

PROJECT TOPIC: DETERMINING CUSTOMER PROFITABILITY

PROBLEM

- With many customers (20k+), difficult to identify the profitability of individual customers
- Currently unable to determine if predicted revenue & costs are accurate (actual costs & customer printing volume may change, or customer may even re-negotiate contracts)
- Creation of current dashboard for senior management is quite manual

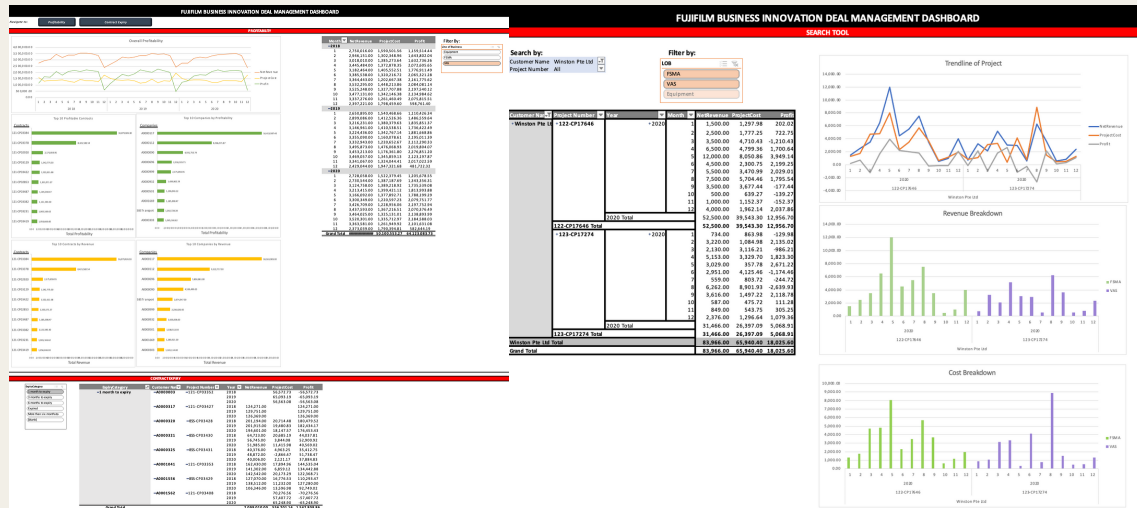
SOLUTION

- Dashboarding to present key managerial insights through data visualisation
- Search tools to analyse profitability of customers on a contract-level and customer-level basis
- Making them compatible with the company's current resources, as much as possible

VISUALISATIONS

CUSTOMER PROFITABILITY DASHBOARD

Aims to provide an internal tool to analyse the profitability at project and customer level

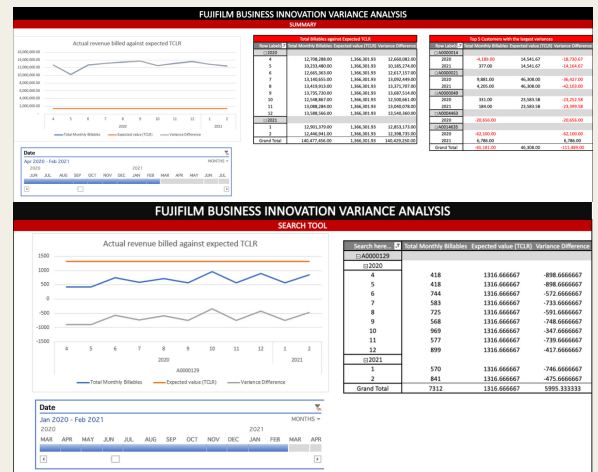


PERFORMANCE ANALYSIS - POWER BI

Aims to automate certain operations of deal mgmt team and to provide key managerial insights using Power BI

VARIANCE ANALYSIS

Compare the actual amounts billed with predicted amounts, determine accuracy of predictions, identify customer billing patterns and identify large variances for follow up



FUTURE RECOMMENDATIONS

Lookup table to link Opportunity ID with Project ID

