CONSULTING CASE STUDY

Building Decision Intelligence from the Ground Up

Case Study: Enterprise Supply Chain Analytics Platform

Specialization: Data & Business Intelligence

A leading **North American distributor** in the beverage industry serving over **250,000 customers annually** with a portfolio of **8,600+ brands**. The organization operates a complex, high-velocity supply chain network spanning multiple states with **dozens** of distribution centers and **hundreds** of delivery routes.

Challenge

Despite their market leadership position, the client faced a **critical strategic gap**: zero centralized enterprise-level reporting for supply chain operations. Decision-making was fragmented across regions, with each location using different metrics, spreadsheets, and reporting approaches.

- **No single source of truth** for supply chain performance
- **Inability** to benchmark performance across locations or regions
- Executive leadership **lacked visibility** into operational efficiency
- **Significant manual effort** required to compile basic reports
- Strategic decisions made with **incomplete or inconsistent data**
- **Massive volumes** of operational data sitting **unused** in disparate systems

Approach

Phase 1: Assessment & Strategic Roadmap

Our Senior consultant began with a comprehensive discovery process:

- Conducted stakeholder interviews with C-suite, VPs of Operations, Regional Directors, and Distribution Center Managers
- Mapped the supply chain process flow from inbound receiving to final delivery
- Performed data architecture assessment of data and upstream source systems
- Identified critical business questions needing answers
- Analyzed existing manual reporting processes
- Benchmarked industry best practices for supply chain analytics

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Key Deliverables: Ideal-state reporting roadmap, technical architecture blueprint for Azure-to-Tableau integration, data governance framework, delivery plan, business case projecting ROI.

Phase 2: Execution

We led the design, development, and implementation of the Enterprise Supply Chain Reporting Suite:

- Architected multi-layered Tableau dashboard hierarchy enabling drill-down from executive overview to transactional detail
- Developed 12 main executive dashboards covering key business areas
- Created over 75 deeper view analytical reports for mid-level managers
- Built hundreds of transactional reports for operational users
- Implemented data refresh automation and performance optimization
- Applied classic project management disciplines

Outcome

- First time executive leadership had **reliable, data-driven foundation** for strategic reviews
- Operational leaders could **pinpoint inefficiencies and opportunities in real-time**
- **Reduced manual reporting** time by estimated **hundreds of hours** per month
- Enabled **data-driven decision-making** at all organizational levels
- Created scalable platform supporting ongoing **analytics innovation**
- Established **unified view** of supply chain performance using **consistent metrics**

Key Takeaways

- **Strategic Vision:** Our consultants brought both technical expertise and business acumen
- **Scalable Architecture:** Solution built to grow with the business
- **User-Centric Design:** Hierarchical dashboards served multiple audiences
- **Project Management Excellence:** Navigating multi-year initiative requires discipline

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