

Argano Case Study: Sales Order Analytics Dashboard Delivers Enhanced Insights



Challenge

The client had its software and infrastructure running on-premises and was using third-party tools to visualize its sales analytics reports. The on-premises reporting solution was used to generate reports for accelerating and improving decision-making capabilities, and for identifying market trends, increasing operational efficiencies, and forecasting business problems. The client migrated to the Amazon Web Services (AWS) platform to leverage its ease of use, ease of sharing, unlimited storage capacity, speed and agility, security and service reliability. They are using QuickSight in place of existing on-premises reporting tools.

Solution

The client was looking for an analytical solution to help process the data it had available in AWS. Using Amazon QuickSight to generate key and complex reports, our solution took the report data and compiled it into dashboards for visualization and sharing with management and business users. The data is injected from multiple sources to AWS RDS using AWS Lambda function invoked via AWS API Gateway. This will help in scaling and ingesting the incoming data into RDS, along with the ability to process large amounts of complex data in an efficient way for analytical purposes. AWS provides a broad set of managed services for data analytics. The below architecture explains the implemented data flow and visualization:



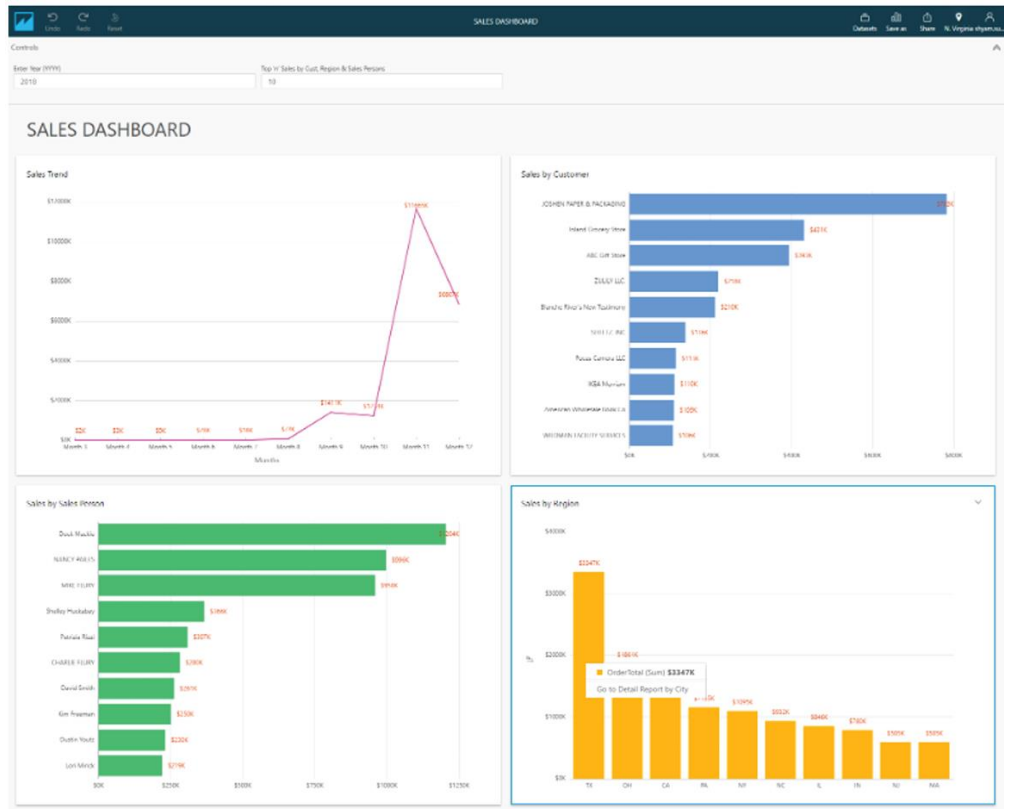
Currently, Amazon RDS is used as the dataset source, which suffices for reporting and analytical dashboard needs. A redesign using Amazon Redshift and AWS Glue is under trial for a complete enterprise analytical solution.

QuickSight Dashboard

The client had a business need for a comprehensive sales dashboard that comprised four different analyses: Sales Trends, Sales by Customer, Sales by Sales Person and Sales by Region. The dashboard solution Argano created uses dynamic filters (controls) for Year and TopN selections and includes the ability to navigate to a related Sales by City report by clicking on the link in the Sales by Region analysis, as shown on the next page.

About the client

The client is a leading provider of sales order and catalog automation solutions designed specifically for manufacturing, sales representatives, and retailers across the United States, Canada, and South America. Focused on B2B sales, their technology solutions facilitate the entry, transmission, and tracking of over \$4 billion in yearly orders for more than 5,000 sales representatives in diverse industries including apparel and fashion, equipment supply, food and beverage, furniture and houseware, gifts and accessories, lighting, pet supplies, sports and outdoors equipment, and toys.



Below is the Sales by City report, to which the user navigated directly from the dashboard.

Undo Redo Reset

Filter

Sales by City

BillToCity	PONumber	OrderDate	OrderTotal
Austin	416221808	Jun 24, 2018	\$265.50
CARROLLTON	402218114	Jun 25, 2018	\$288.00
ABILENE	0000L_PO_8	Aug 10, 2018	\$891.87
AUSTIN	902000	Aug 20, 2018	\$196.40
Houston	075484	Aug 21, 2018	\$460.00
Laredo	416211822	Aug 21, 2018	\$423.00
Laredo	416211880	Aug 21, 2018	\$1,354.00
Laredo	416211881	Aug 21, 2018	\$2,168.00
Laredo	416211882	Aug 21, 2018	\$321.00
WILMINGTON	016221811	Aug 22, 2018	\$257.40
OKMONTANA	416211822	Aug 23, 2018	\$171.00
Dallas	041182080	Aug 23, 2018	\$891.20
HOUSTON	416244_PO_7	Aug 1, 2018	\$891.00
DALLAS	40241801	Aug 6, 2018	\$196.00
Cypress	7676218	Aug 6, 2018	\$891.00
HOUSTON	000004_PO_16	Aug 15, 2018	\$1,424.00
Wichita	271480	Aug 17, 2018	\$196.00
Austin	4161182048	Aug 18, 2018	\$1,354.00
Houston	00001	Aug 18, 2018	\$891.00
Houston	0001	Aug 18, 2018	\$891.00
DALLAS	416244_PO_1	Aug 21, 2018	\$12,322.00
Houston	0710880	Aug 21, 2018	\$261.00
Houston	00070	Aug 21, 2018	\$891.00
Houston	00070	Aug 21, 2018	\$196.00
Houston	00071	Aug 21, 2018	\$196.00
Houston	00072	Aug 21, 2018	\$196.00

Benefits

With AWS, the client was able to achieve their vision of going global in days instead of years, scaling their business, reducing infrastructure costs, and attaining better performance and reliability. With TCO significantly reduced and time-to-market down to days instead of years, the company is now able to leverage quick business insights to help identify bottlenecks and improve the part of their core business that generates additional revenue streams from both retailers and manufacturers. The client is benefitting from the combination of Amazon RDS and AWS QuickSight. Here are some highlights of this unique AWS analytical solution:

- Retire on-premises analytics tools, thereby reducing costs
- Quickly analyze large sets of data spanning multiple years
- Cost-effective data warehouse and analytics solution on the AWS Platform
- Ability to create reports on the fly, with the ability to use advanced filters on business parameters
- End-to-end dashboard that visualizes business growth and key business KPIs

Learn more

To learn more about how AWS and Argano can help your business, [contact us](#) today or visit argano.com.

About Argano

Argano is the world's largest global digital consultancy exclusively connecting design and delivery for the transformation of high-performance business operations, extending our clients' commercial agility, profitability, customer experience, and growth. Learn more at www.argano.com.

