# MIND&MATTER

**In The Highly Competitive Manufacturing Industry, Organisations Face A Range Of Challenges**

## Some Of The Top Challenges Faced Are:

- ☑ Ineffective report processing
- ☑ Lack of activity tracking
- ☑ Inefficient Demand Forecasting
- ☑ Visibility to Customer Retention & Repeat Orders
- ☑ Data Fragmentation

A Well-Structured Dashboard Helps Overcome These Challenges By Linking Every Activity With Revenue And Providing A Clear, Holistic View Of The Sales Landscape.

**Sector:** Steel Manufacturing
**Solutions:** PowerBI dashboard for Sales

## 1. Sales Performance – Volume (Year / Quarter / Month wise quantity)

### Challenge:

Manufacturing companies often lack clear visibility into how many units are being sold over different time periods.

### Objective:

Detect seasonal demand patterns, plan production schedules accurately, or respond to sudden changes in market demand.

### ☑ Resolution offered:

- ○ Tracking sales volume by selected time period criteria
- ○ Helps identify peak sales periods, supports inventory control.

## 2. Sales Performance – Value (Year / Quarter / Month wise amount)

**Challenge:**

Without tracking revenue trends over time, manufacturers struggle to evaluate financial performance, spot growth or decline periods, and make timely strategic decisions.

**Objective:**

Timely revenue reporting that will positively impact budgeting and investment planning.

☑ **Resolution offered:**

○ Time period based revenue tracking provides immediate insight into sales performance

○ Supports quick executive decision-making, helps assess the effectiveness of pricing strategies

## 3. Item Category Wise – Volume (sales quantity)

**Challenge:**

Manufacturers often lack clarity on which product categories are in demand

**Objective:**

Efficient resource allocation, avoid overproduction of low-demand items or underproduction of high-demand ones.

☑ **Resolution offered:**

○ Volume tracking by item category revealing which product types are in highest demand.

○ Optimise production, manage inventory levels, and prioritise marketing and distribution efforts for fast-moving goods.

☑ **Criteria: Item Category**
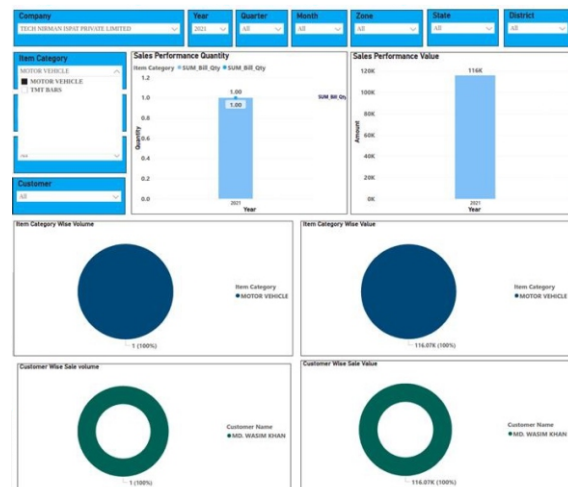
## 4. Item Category Wise – Value (sales amount)

**Challenge:**

While some items sell in large volumes, they may not contribute significantly to revenue.

**Objective:**

Develop value-based insights by category, so that businesses do not risk focusing on the wrong products or miss opportunities to boost profits.

☑ **Resolution offered:**

○ Analysing sales value by item category so that manufacturers can identify the most profitable product lines.

○ Supports better product mix decisions, pricing strategies, and prioritisation of high-value offerings.

## 5. Customer Wise Sales – Volume (quantity)

### Challenge:

It's often unclear which customers purchase the highest quantities.

### Objective:

Order planning, customer relationship management, and avoid lack of prioritisation in service levels to important customers

☑ **Resolution offered:**

○ Tracking sales quantity per customer highlighting major volume buyers.

○ Better segmentation, improved delivery planning, and targeted engagement for operational efficiency and customer satisfaction.

☑ **Criteria: All Customer, Item Category**



## 6. Customer Wise Sales – Value (amount)

### Challenge:

Manufacturers may rely heavily on a few high-value customers without realising the extent, exposing the business to revenue concentration risks.

### Objective:

Avoid lack of visibility into customer value which weakens retention strategies.

☑ **Resolution offered:**

○ Value-based customer analysis identifying top revenue contributors and potential churn risks

○ Supports account-based strategies, helps mitigate over-dependence on specific clients, and enhances revenue forecasting.

☑ **Criteria: Master Dashboard**