STREAMLINING SALES:

HOW A MANUFACTURER'S REPRESENTATIVE GROUP LEVERAGED POWER BI TO ENHANCE DATA TRACKING AND BOOST EFFICIENCY

" BBB TECHS HAS DONE A TREMENDOUS JOB OF HARNESSING THE POWER OF OUR DATA, TRANSFORMING IT INTO ACTIONABLE INSIGHTS THAT DRIVE OUR BUSINESS FORWARD…. THANKS TO THEIR EFFORTS, WE CAN NOW MAKE INFORMED DECISIONS QUICKLY, ALLOWING US TO MAXIMIZE OUR RETURN ON INVESTMENT…. "

– JON WIGGS

BACKGROUND

Wiggs-Haun & Bohan is a leading independent sales agency that partners with top-level manufacturers in the Arkansas, Kentucky, and Tennessee market for over 49 years. To understand the number of permits by manufacturer in the market, they had a process in place of manually pulling and updating excel sheets with the latest data. This would need to be done on a monthly or sometimes daily basis. This would sometimes take thousands of hours for a single sheet. They have been looking for an alternate solution for over **6 years.**

BBB Techs helped create a process that saved that valuable time and money with a Power BI Dashboard. The visualizations also allowed for a greater in-depth look at how business is performing.

OBJECTIVES

Reduce the **thousands** of hours spent on pulling data and updating spreadsheets.

Minimize the likelihood of error with a single source of truth.

Have easy to view and understand visuals that allow for more concise data driven business decisions.

Identify gaps in the market and be able to adjust accordingly,

BBB TECHS BUSINESS CONSULTANTS

ACHIEVEMENTS

Built easy to view dashboards in Power BI that show **real time** data.

Created a company wide **source of truth**, allowing everyone to see the same information.

Visuals created to show customers their **accurate** performance in the market.

Ability to see where adjustments are needed to **gain market share** and outperform the market.

Saved valuable time by creating an **automatic process** that reduces the need for manual data pulls and updates.

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