



REAL-TIME SALES ANALYTICS DASHBOARD FOR YOGURTLAND

Google

4.0 ★★★★★☆

Clutch

4.9 ★★★★★☆

glassdoor

4.5 ★★★★★☆

Countries we operate from



PROBLEM STATEMENT



Yogurtland is a leading frozen yogurt chain operating in the Food & Beverage industry. Their operations span across various U.S. states, supported by a robust supply chain and marketing ecosystem.

Before engaging with INT., Yogurtland grappled with the following challenges:

Slow, Shallow Insights – Delayed reports and poor feedback visibility.

Disjointed Sales Data – No single view of performance.

Fulfillment Gaps – Stockouts and demand mismatches.

Murky Marketing ROI – Unclear what drove results.



INT. built an interactive, Power BI-based **Sales Dashboard Suite** tailored for Yogurtland, encompassing:

✓ Executive Summary Dashboard:

A high-level view of

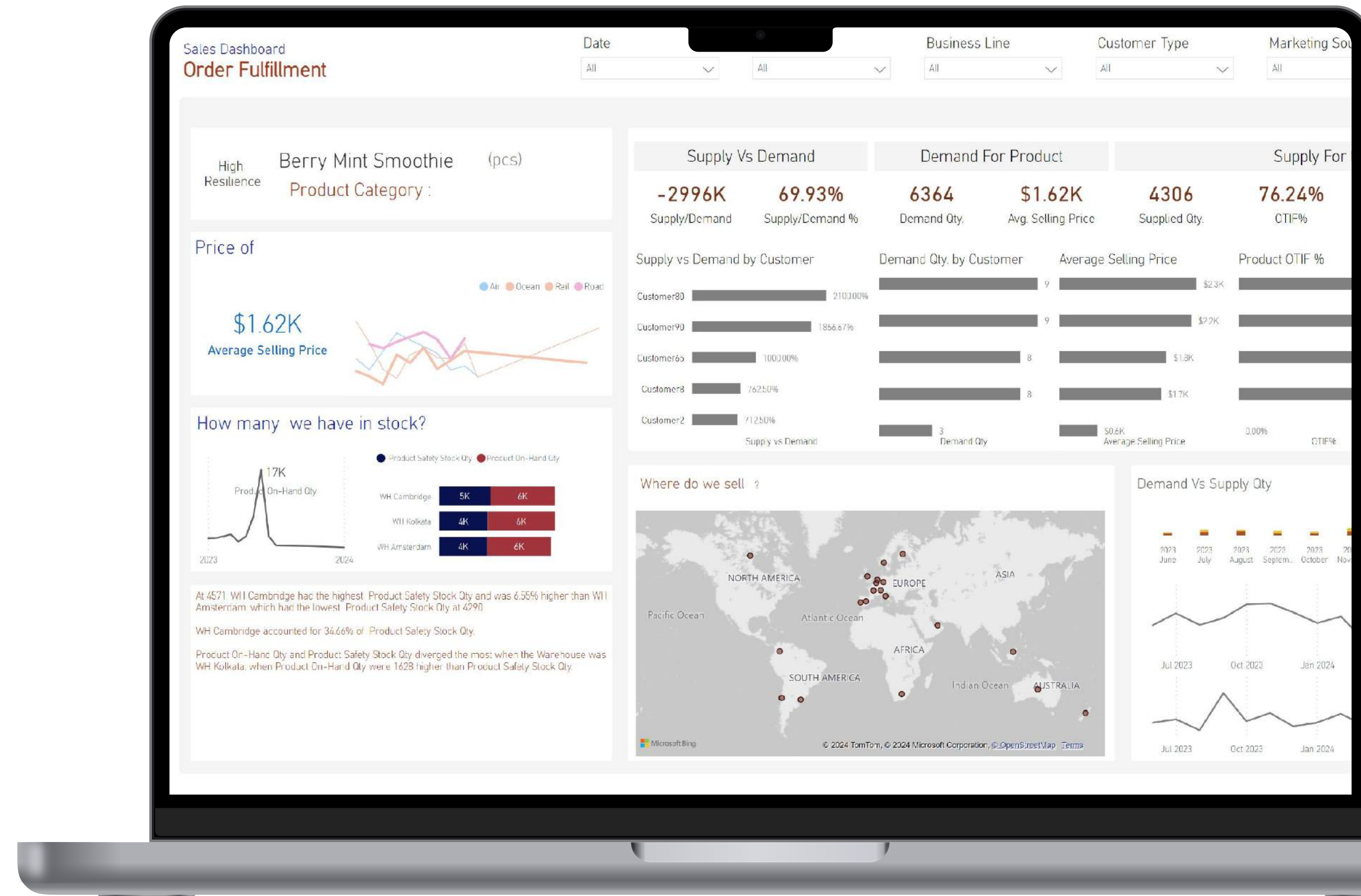
- Revenue
- Profit
- Margin trends
- Top-performing products
- Client segmentation



INT. built an interactive, Power BI-based **Sales Dashboard Suite** tailored for Yogurtland, encompassing:

✓ Order Fulfillment Dashboard:

- Monitors stock levels,
- Supply-demand balance,
- Shortages,
- Pricing trends
- Geographic sales heatmaps.



INT. built an interactive, Power BI-based **Sales Dashboard Suite** tailored for Yogurtland, encompassing:

- ✓ **Business Line Dashboard:**
Deep-dive into Direct-to-Consumer sales with views by product, client, margin, and marketing effectiveness.



INT.'S SOLUTION



INT. built an interactive, Power BI-based **Sales Dashboard Suite** tailored for Yogurtland, encompassing:

✓ **Feedback Dashboard:**

Captures customer experience metrics, product ratings, pricing perceptions, and demographic insights.

Note: All dashboards were unified and filterable by dimensions like date, product, business line, customer type, marketing source, and supplier city.



The implementation followed a structured analytics enablement pipeline:

01

Requirement Gathering & Stakeholder Mapping:

Aligned analytics goals with key business priorities through comprehensive stakeholder interviews and workshops.

02

Design:

Consolidated fragmented sales and supply chain data into a single, standardized data warehouse for accurate analysis.

03

Implementation:

Created interactive, user-friendly Power BI dashboards tailored to specific business functions and decision-maker needs.

04

Review and Iteration:

A Incorporated user feedback in multiple agile cycles to continuously enhance dashboard relevance and usability.

35%

faster sales reporting with unified data.

Boost in profitability via product insights.

25%

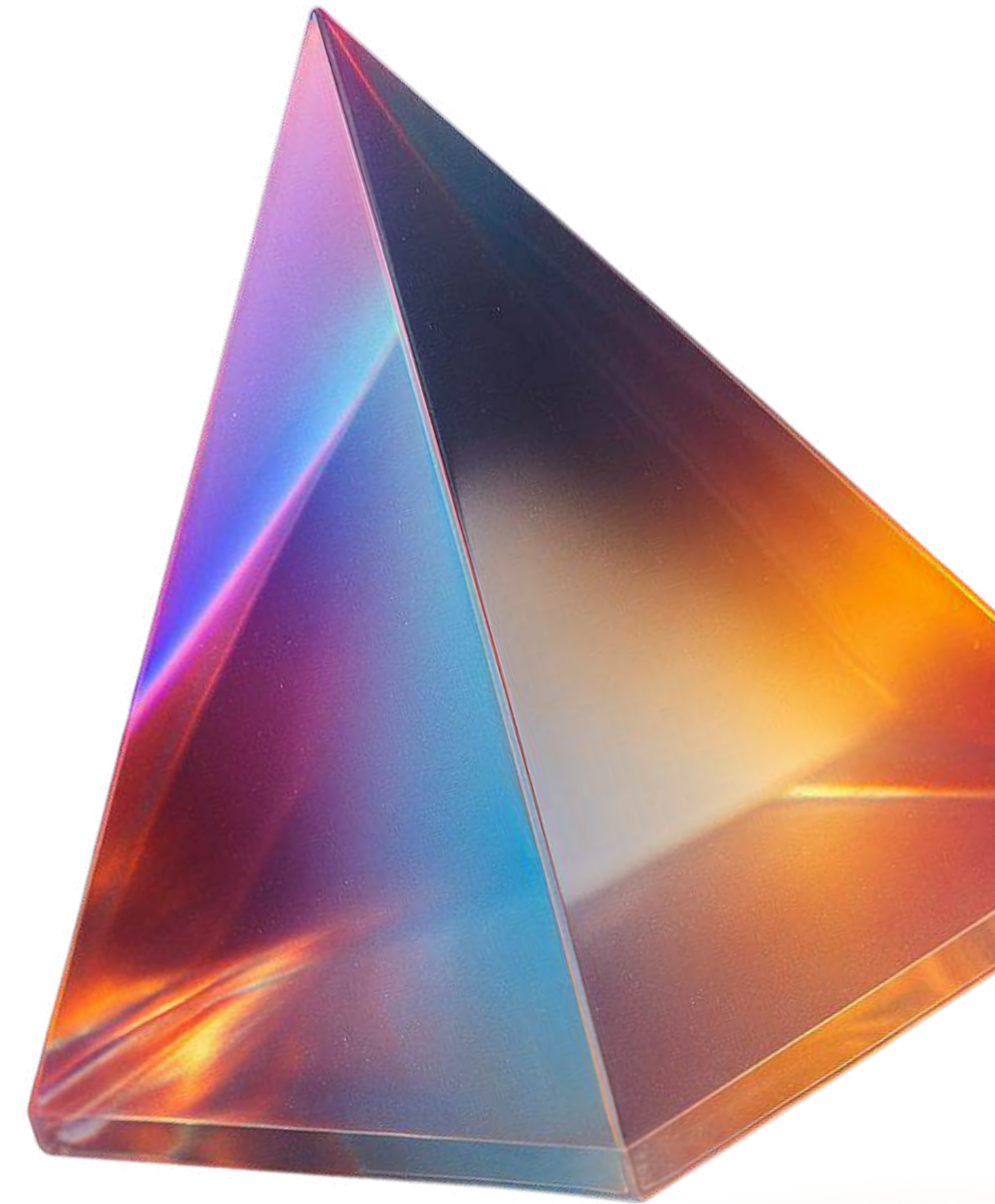
fewer stockouts through inventory optimization.

Improved CX through actionable customer insights.

20%

better marketing ROI from channel tracking.

Faster decisions, cutting response time from days to minutes.





Let's Help You

Delight Your Customers - The easiest way to achieve growth



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intglobal.com

27+ Years

1000+ Professionals

45+ Countries

30+ Awards

INT. (Indus Net Technologies) is an award-winning full-stack software engineering solutions company with a pioneering legacy spanning 27 years, over 500 clients, and 11,000 plus client projects. INT. operates at the confluence of Data, technology, and marketing in the digital space.

