



Empowering a Global Logistics Company with Power BI Solutions

 +44 24 7610 3333

 www.corientbs.co.uk

 The Techno Centre, Puma Way, Coventry, CV1 2TT,
United Kingdom

Introduction

A global logistics company required advanced data analytics to enhance decision-making across its operations. Their primary focus was on tracking KPIs related to revenue, container capacity utilization, and the productivity of various transport modes, including land, sea, and air. The company sought real-time insights to improve operational efficiency and drive business growth. Corient provided Power BI solutions tailored to meet these goals.



The Problem?

- The company lacked comprehensive reporting tools to monitor key business metrics in real time.
- Disparate data sources made it challenging to consolidate and analyze performance data.
- Key performance indicators (KPIs), such as container utilization percentage, were complex to calculate accurately.

Corient Solution

1. Conducted detailed consultations with stakeholders to understand their specific business needs and data sources.

**The best accountants
are the architects of
financial legacies.**

– Laura Anderson

- Shared reference templates to align the design and functionality of Power BI reports with the client's expectations.
- Developed customized Power BI solutions that catered to logistics operations, focusing on visualizing and analyzing critical metrics.

Challenges Faced

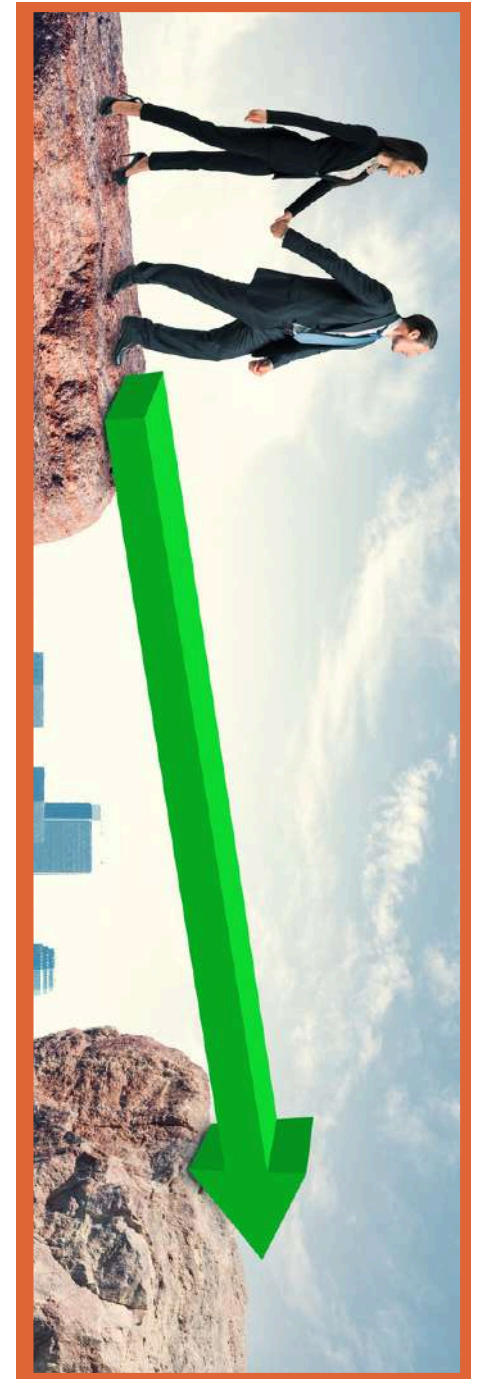
- Consolidating and modeling data from multiple, disparate systems.
- Aligning stakeholder expectations while gaining in-depth knowledge of business processes and operational data.
- Designing and implementing complex KPI calculations, such as container utilization percentages.

Overcoming the Challenges

- Leveraged Corient's experienced Power BI development team to address data modeling and integration complexities.
- Maintained regular collaboration with stakeholders to refine calculations and ensure alignment with business objectives.
- Applied best practices in data modeling, visualization, and custom visuals to deliver accurate and user-friendly reports.

Result Achieved

- Delivered four comprehensive Power BI reports:



Behind every good business is a great accountant.

– Anonymous



1. Revenue and Volume Report: Provided detailed distribution of revenue and volume metrics by location and fleet type.
 2. Productivity Report: Highlighted profitability metrics after expenses and taxes for each branch and fleet type.
 3. Container Utilization Report: Focused on utilization percentages and detailed container performance analysis.
 4. Reconciliation Report: Compared data from different sources to flag and resolve discrepancies.
- The client achieved improved operational monitoring across transport modes and locations.
 - Enhanced decision-making capabilities through accurate, real-time insights and custom visuals.

Conclusion

The Power BI solutions provided by Corient empowered the global logistics company to transform its decision-making processes. By addressing complex data challenges and delivering tailored, high-quality reports, Corient enabled the client to monitor operations effectively and achieve greater efficiency across all modes of transport. This partnership showcases the value of data-driven insights in driving business success.

The road to success and the road to failure are almost exactly the same.

– Colin R. Davis