



# Case Study

## Centralised Sales Performance Dashboard (Power BI Sales Reporting Solution)



### ABOUT US

BlueArc Technologies is a leading provider of AI-driven business process automation, empowering organizations worldwide to achieve operational excellence.

We help businesses turn inefficiencies into growth opportunities, driving innovation through tailored, transparent automation solutions that deliver measurable results and sustainable impact.

### CHALLENGE

The client lacked a centralized system to monitor sales across territories, relying on manual reports that caused delays, inconsistencies, and difficulty tracking active orders. This also made it hard to compare targets with actual results, leaving decision-makers unable to quickly identify gaps or take timely action.

### COST OF NOT CHANGING

If the client continued with manual reporting:

- Decision-making would remain slow and reactive
- Sales opportunities could be missed due to delayed insights
- Management would struggle to track targets and achievements
- Operational inefficiencies would keep increasing
- Lack of real-time data could affect forecasting and planning
- Teams would spend more time preparing reports instead of focusing on sales activities

### SOLUTIONS

BlueArc Technologies implemented a fully integrated Power BI reporting system featuring dashboards for territory-wise sales performance, active order tracking, and target vs. achievement. Automated data refresh and interactive visualizations provided real-time, accurate insights, transforming the client's reporting from manual to a dynamic, centralized environment.

### OUTCOME

The new Power BI solution gave the client real-time visibility into sales across all territories, streamlined reporting, and improved accuracy. It enabled faster decisions, better tracking of active orders, clear target vs. achievement insights, and reduced manual work—boosting efficiency and control over sales operations.



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