



COVID-19 BUSINESS IMPACT: POWERBI DASHBOARD

THE CHALLENGE

- In the rapidly changing market conditions due to the Covid-19 pandemic, a Global Beverages Client wants to track the situation & their performance in real time to take timely action

BRANDSCAPES APPROACH

- Brandscapes created a PowerBI dashboard that picks up data automatically, every week, from multiple data sources.
- The key challenges was to harmonize and integrate the multiple data sources with high data veracity. We used data repository and mapping techniques to arrive at a common data framework before automating the data feed.

MARKETING ACTIONS

- The PowerBI dashboard enables the marketing teams at a global and local level to track the trajectory of the pandemic and link it to in-market brand performance.
- Analyses of lead recovery markets drives decisions for the markets that were behind the curve which is helping them create marketing initiatives at a faster rate.

OUTCOME

- The Covid-19 PowerBI dashboard is enabling rapid dissemination of learnings across markets, facilitating quicker decision making.