

COVENANT TECHNOLOGY PARTNERS CASE STUDY

*Enhancing Segment
Reporting for a Leading Pet
Food and Supplies
Manufacturer*

Data and AI



BUSINESS PROBLEM

A leading pet food and supplies manufacturer faced significant challenges in refining their segment reporting. The existing approach was not adequately meeting the demands of the business, leading to inefficiencies and missed opportunities for data-driven decision-making.

The company needed insights into:

- **Customer segmentation:** Understanding the different customer segments to tailor marketing strategies and improve customer engagement.
- **Product performance:** Analyzing the performance of various products to identify top sellers and underperforming items.
- **Market trends:** Monitoring market trends to stay ahead of competitors and adapt to changing consumer preferences.
- **Operational bottlenecks:** Identifying bottlenecks in operations to streamline processes and improve efficiency.
- **Financial health:** Assessing the financial health of the company to make informed budgeting and investment decisions.

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OUR OBJECTIVE

The primary objectives of this engagement were to develop comprehensive segment reports that would replace the manual process of pulling data into Excel and PowerPoints every month. Covenant Technology Partners aimed to work as an integrated team with the manufacturer, ensuring effective collaboration and communication. Additionally, the engagement included offering ad-hoc consulting services as requested by the client. The goal was to create a flexible and responsive support system that could adapt to the evolving needs of the manufacturer.

OUR SOLUTION

Covenant Technology Partners provided a comprehensive set of solutions to address the business problem. They developed, validated, and incrementally updated the segment reports to ensure they were more than just a minimum viable product (MVP). These reports were designed to be a permanent solution, allowing the manufacturer to use exports of these reports for each segment to enhance their PowerPoints with live feeds of the Power BI reports. The reports were also intended to be used across all segment teams to assist in their decision-making and even with the sales team to speak with customers. The solutions were designed to enhance the segment reporting capabilities of the manufacturer, enabling better decision-making and business insights.

THE RESULTS

The engagement led to several positive outcomes. The leading pet food and supplies manufacturer experienced enhanced segment reporting capabilities, which enabled better decision-making and business insights. The collaboration between Covenant Technology Partners and the manufacturer improved, fostering a strong partnership. The flexible and cost-effective support options met the client's needs and budget. Overall, the engagement was successful in addressing the business problem and achieving the objectives set forth in the SOW.