



Optimizing Business Operations with  
Advanced Visualizations and Dashboards

## Advancing Business Operations and Paving the Way for Advanced AI and Machine Learning

Improved System  
Scalability by:

**+40%**

Improved User  
Adoption by:

**+40%**

Increased Self Service  
Capabilities by:

**+35%**

Reduced Implementation  
Costs by:

**+15%**

### Executive summary:

*In collaboration with NowVertical, Danone, a multinational corporation, optimized its business operations by implementing advanced management dashboards and fostering a data-centric culture. NowVertical's tailored solutions empowered Danone with real-time insights, streamlined operations, and reduced costs. The initiative enhanced decision-making and prepared Danone for future advancements in AI and machine learning.*

### Business needs:

Danone, a global multinational, faced the challenge of expanding its market presence in high-growth regions while ensuring its products positively impacted consumer health. To achieve this, they required a robust data analytics framework. NowVertical was enlisted to develop specialized management dashboards, automate reporting processes, and decentralize data knowledge. This initiative aimed to empower Danone with data-driven insights, enabling precise decision-making, operational efficiency, and reduced costs. Moreover, the project strategically positioned Danone for future advancements, paving the way for seamless integration of advanced AI and machine learning technologies.

### Business results after implementation:

#### Increased Productivity:

- Reduced report generation time by 30%
- Improved report loading speed by 25%

#### Improved User Adoption:

- Increased data-driven decision-makers by 40%
- Decreased support requests by 25%

#### Implementation and Deployment:

- Implemented Power BI 30% faster
- Reduced implementation costs by 15%

#### Self-Service Capability:

- Enhanced user ability for custom reports by 35%
- Decreased custom report requests by 30%

#### Scalability and Performance:

- Improved system scalability by 40%
- Enhanced query and visualization speed by 25%

## Optimizing Business Operations with Advanced Visualizations and Dashboards

### Overview:

NowVertical, a premier data and analytics solutions provider, partnered with Danone, a multinational corporation, to revolutionize their business operations. The collaboration aimed to leverage data-driven insights, enhance decision-making processes, and fortify Danone's competitive edge in the global market. NowVertical's tailored solutions optimized Danone's current operations and set the stage for advanced AI and machine learning initiatives.

### Situation:

Danone sought to expand its presence in high-growth markets and promote its product categories while ensuring their positive impact on consumer health. To achieve this, Danone needed a robust data analytics framework. NowVertical was entrusted with developing specialized management dashboards, decentralizing data knowledge, and automating reporting processes.

### Approach:

NowVertical adopted a multifaceted approach to address Danone's challenges and prepare the company for future AI and machine learning endeavors:

#### Dashboard Development:

NowVertical collaborated closely with Danone to create advanced management dashboards. These dashboards provided granular insights into consumer behavior, market trends, and product performance, enabling precise decision-making.



#### Knowledge Decentralization:

NowVertical facilitated knowledge decentralization within Danone by training business analysts. This empowered them to create, analyze, and interpret complex data, fostering a data-centric culture throughout the organization.

#### Automation and Report Development:

NowVertical automated reporting processes, ensuring real-time access to critical data. This streamlined approach enhanced operational efficiency, allowing Danone to respond rapidly to market changes.

#### Foundation for AI and Machine Learning:

NowVertical's solutions were designed with scalability in mind. The data architecture and analytics infrastructure laid a strong foundation for integrating advanced AI and machine learning algorithms seamlessly.

#### Outcome:

The collaboration between Danone and NowVertical yielded transformative outcomes and positioned Danone for advanced AI and machine learning opportunities:

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### **Informed Decision-Making:**

Danone experienced enhanced decision-making capabilities. Analysts could access real-time, actionable insights, enabling data-driven strategies that responded dynamically to market demands.

### **Operational Efficiency:**

Through automated processes and streamlined operations, Danone achieved significant cost savings. The optimized resource allocation maximized productivity and reduced operational overheads.

### **Skill Enhancement:**

NowVertical's training initiatives empowered Danone's workforce. Business analysts acquired advanced analytics skills, enabling them to harness the full potential of data and uncover valuable business intelligence.

### **Preparedness for AI and Machine Learning:**

The scalable infrastructure and data architecture implemented by NowVertical laid a robust foundation for integrating advanced AI and machine learning algorithms. Danone was now poised to explore predictive analytics, AI-driven product innovation, and personalized customer experiences.

### **Conclusion:**

NowVertical's collaboration with Danone optimized their current operations and set the stage for future advancements. By harnessing the power of data analytics, Danone could make informed decisions, enhance operational efficiency, and gain a competitive edge.

Moreover, the groundwork for AI and machine learning opened doors to a new era of innovation, ensuring Danone's continued success in the ever-evolving global market.