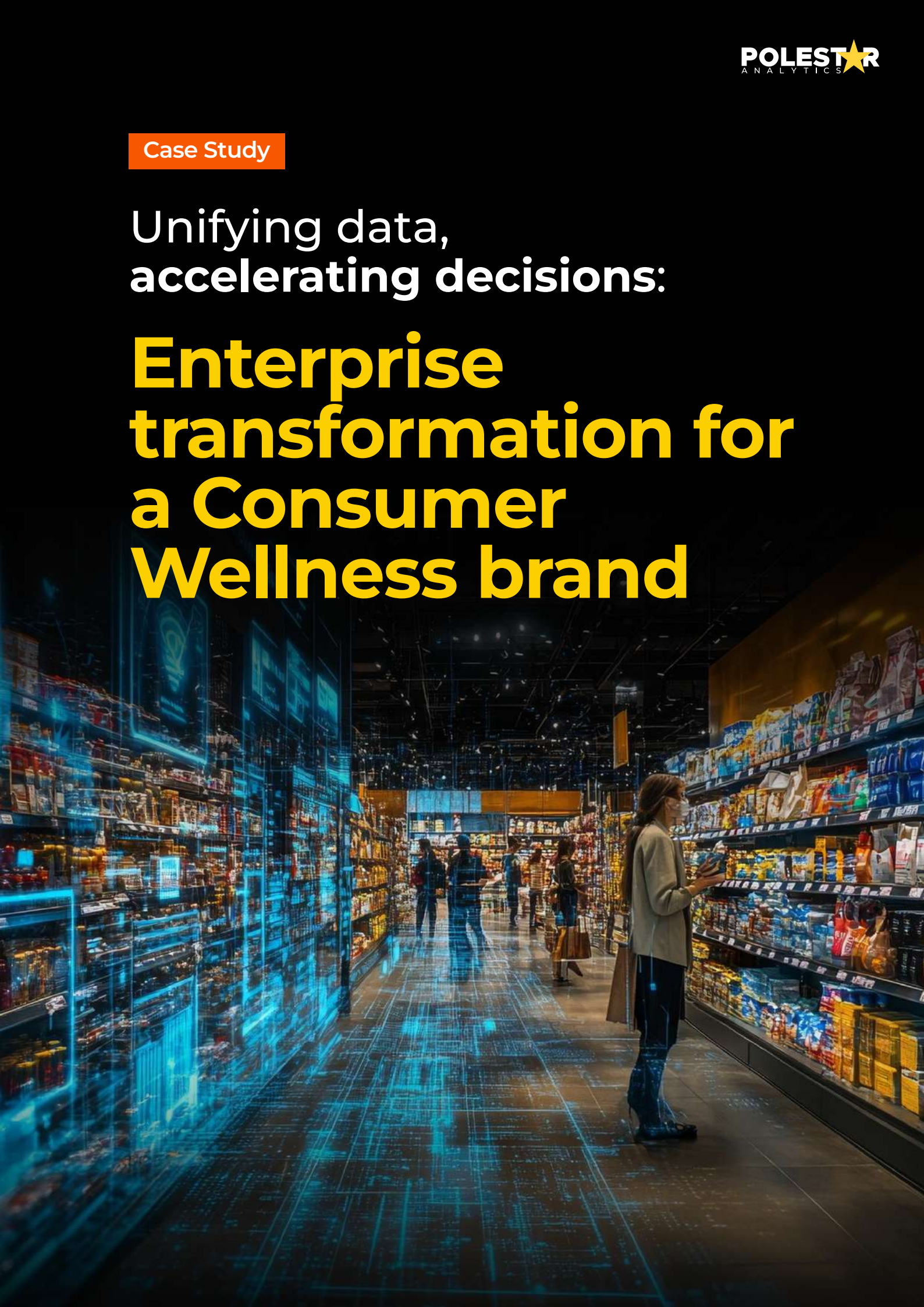
POLESTAR ANALYTICS

Case Study

Unifying data, **accelerating decisions:**

Enterprise transformation for a Consumer Wellness brand

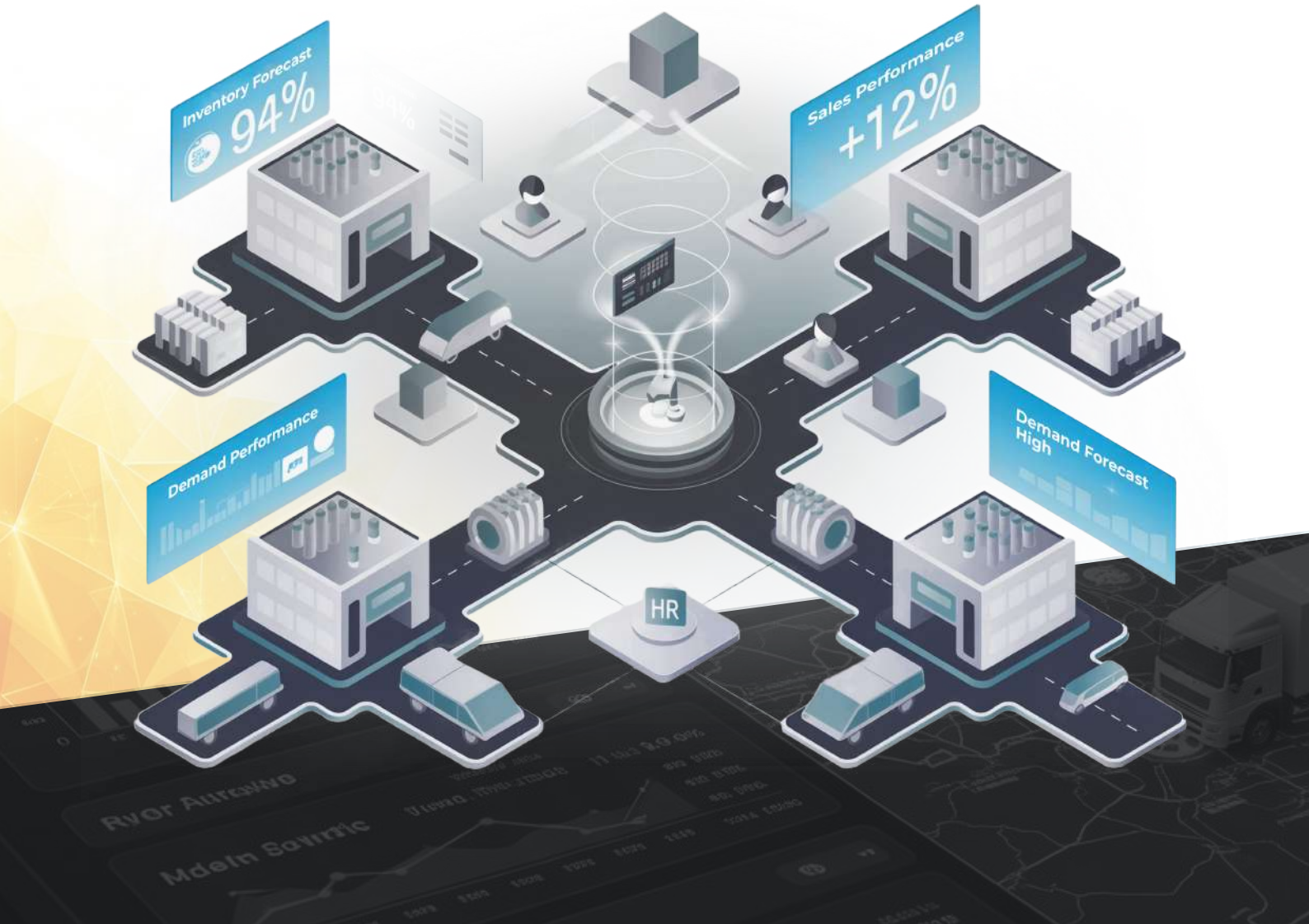


Client Overview

The client is a leading FMCG and consumer wellness enterprise with a diversified portfolio spanning health food drinks, skincare, sugar substitutes, and nutraceuticals. With six manufacturing plants, over 22+ distribution centers, and a nationwide retail footprint, the organization has built some of the most trusted household brands.

However, as its business scaled across functions from **Sales and Marketing to Supply Chain and HR** the client faced growing complexity in managing data flowing from multiple systems and stakeholders. Generating actionable insights from this fragmented ecosystem had become increasingly time-consuming and dependent on manual processes.

To overcome these challenges, the client partnered with **Polestar Analytics** to design and implement an enterprise wide digital transformation program. The project aimed to build a unified, automated intelligence layer that would help every business function with real time visibility, improved accuracy, and faster decision-making across the enterprise.



Key Challenges

Before the transformation could take shape, it was crucial to confront the deep rooted functional challenges unique to each business

area that were constraining visibility, slowing decisions, & limiting the organization's ability to scale intelligently.

Sales & Marketing

Fragmented reporting across channels

Data maintained in excel/flat files for different sales channel - GT, MT, e-commerce, and FS, created inconsistent

Manual daily reporting

A single individual manually compiled and mailed daily sales reports at 6 a.m. a highly error-prone process.

Master data inconsistencies

Distributor, SKU, and mapping errors disrupted sales analytics.

Inability to track tertiary sales

Limited visibility into offtake due to data dependency on third party vendors and absence of integrated data platform.

Marketing inefficiencies

Excel overload, inconsistent data formats, and manual report preparation left minimal time for analysis, while a vendor transition made stakeholder alignment challenging.

Critical business visibility hinged on one manual mail

"At **6 a.m.,** one employee compiled sales from **22 distribution hubs and 200+ distributors,** and one delay or formula error leads to incomplete or inaccurate numbers."

Key Challenges

Supply Chain (GDSO)

Manual Excel based reporting

Each report required 2–3 hours to build daily.

Decentralized files

Material, vendor, and customer master files were inconsistent across departments, causing conflicting KPIs.

Dependency on key

Critical reports resided with a few employees, creating operational risk.

Data duplication & inaccuracy

95% accuracy due to Excel-linked formula errors and manual handling.

Delayed refresh cycles

Lagging data consolidation affected business reviews and month-end closures.

Data chaos behind supply continuity

> **15,000 SKU** location combinations scattered across **20+ Excel files** one broken formula or version mismatch could cripple national inventory visibility overnight.

Key Challenges

Human Resources

Inconsistency in Source System

Data quality and inconsistency within internal HRMS tool itself i.e. ATS and Adrenaline

High Attrition Rate

Difficulty in managing job openings and candidate pipelines due to the absence of a unified system, hindering accurate tracking of time-to-fill and source effectiveness

Lack of Real Time Planning

Faced challenges in tracking real-time workforce diversity across locations, departments, and organizational levels

Scattered Data

A fragmented data ecosystem made it difficult to track and correlate training impact, performance, attendance, and leave, leading to inconsistencies, compliance risks, and limited visibility into workforce trends.

HR was looking at people data in the rearview mirror.

> Attrition insights came **post-exit** without predictive signals, leaders reacted too late to retain critical, high-performing talent.

Managed Services & Operations

Weak Governance Backbone

Despite establishing governance rules and assigning POCs, multiple pipeline failures occurred due to inconsistent adherence to the governance cadence.

Limited upskilling and cross-skilling opportunities

left the organization without sufficient in-house capability to independently manage and support the product.

Lack of Centralized knowledge

Decentralized reporting knowledge led to dependency on a few individuals, causing delays during their unavailability

No governance backbone for live analytics

> Over **100+ data pipelines and live dashboards operated** without structure processes, missing governance causing unnoticed data failures and frequent delayed resolutions.

Solution Implemented

To overcome fragmented data systems, manual reporting, and delayed insights, the team built a unified **Azure-based data ecosystem** integrating sales, marketing, supply chain, and HR operations into a single intelligent platform.

A modern Azure **Data Factory –> Databricks –> Power BI** stack automated data ingestion from **SAP, Botree, IVY, Nielsen, Kantar, and BARC,** creating a single source of truth with near real-time visibility and automated reporting.

The outcome for each business function

Sales & Marketing

- Automated daily business reporting through Power BI paginated reports and logic apps, eliminating manual 6 AM mails.
- Unified masters across 22 warehouses and 5,000 distributors for seamless tracking of primary, secondary, and tertiary sales.
- Delivered insights on distributor fulfillment, outlet coverage, and sales team productivity for better forecasting and incentive management.
- Integrated marketing data from Nielsen, Kantar, and BARC to link media spends, brand sentiment, and sales performance enabling OI driven campaign decisions.

Supply Chain (GDSO)

- Built end-to-end visibility across procurement, production, and logistics functions.
- Procurement dashboards tracked real-time commodity prices, spend variance, and vendor performance.
- Production dashboards monitored stock levels, capacity utilization, and fulfillment rates.
- Logistics dashboards enabled automated order tracking, replenishment, and freshness monitoring—improving service level adherence.
- Reduced reporting time by 80% and improved data accuracy to 100%.

The outcome for each business function

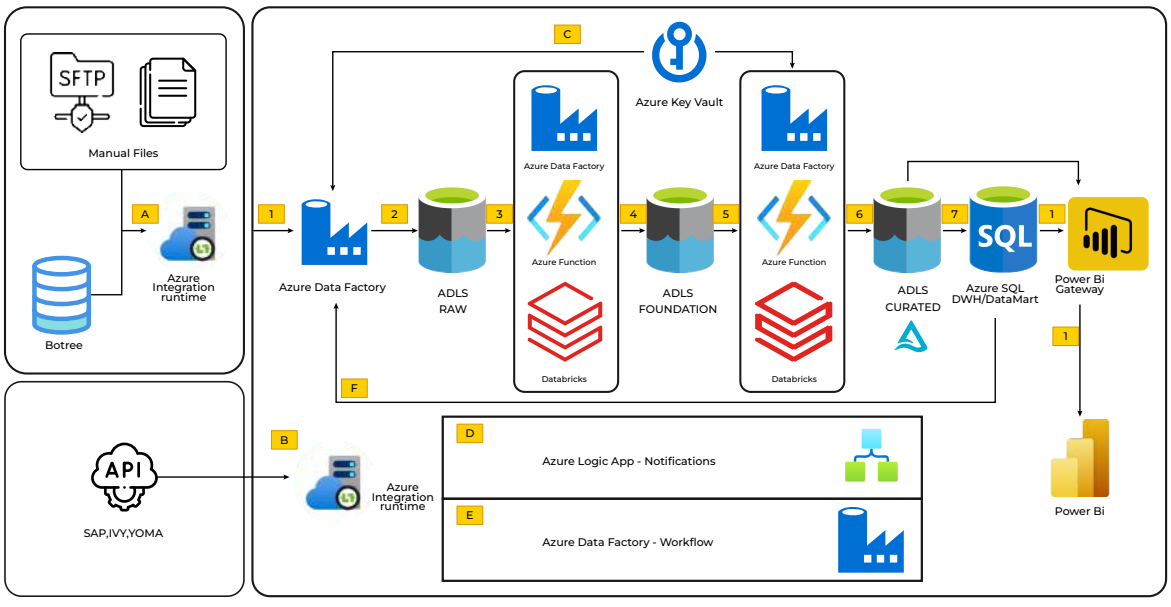
Human Resources

- Developed integrated dashboards for Talent Acquisition, Engagement, Performance, and HR Operations.
- Enabled tracking of hiring funnel efficiency, attrition hotspots, learning outcomes, and headcount trends.
- Shifted HR from reactive reporting to proactive talent management with real-time visibility and predictive insights.

Managed Services

- Established a structured service delivery model with SLAs and governance.
- Standardized dashboard templates, implemented access control, and created a Single-App interface for all BI assets.
- Delivered performance optimizations, new enhancements, and end-user training to drive adoption and continuity.

Our framework behind this transformation



The Overall Business Impact

126
man-hours saved daily through automation

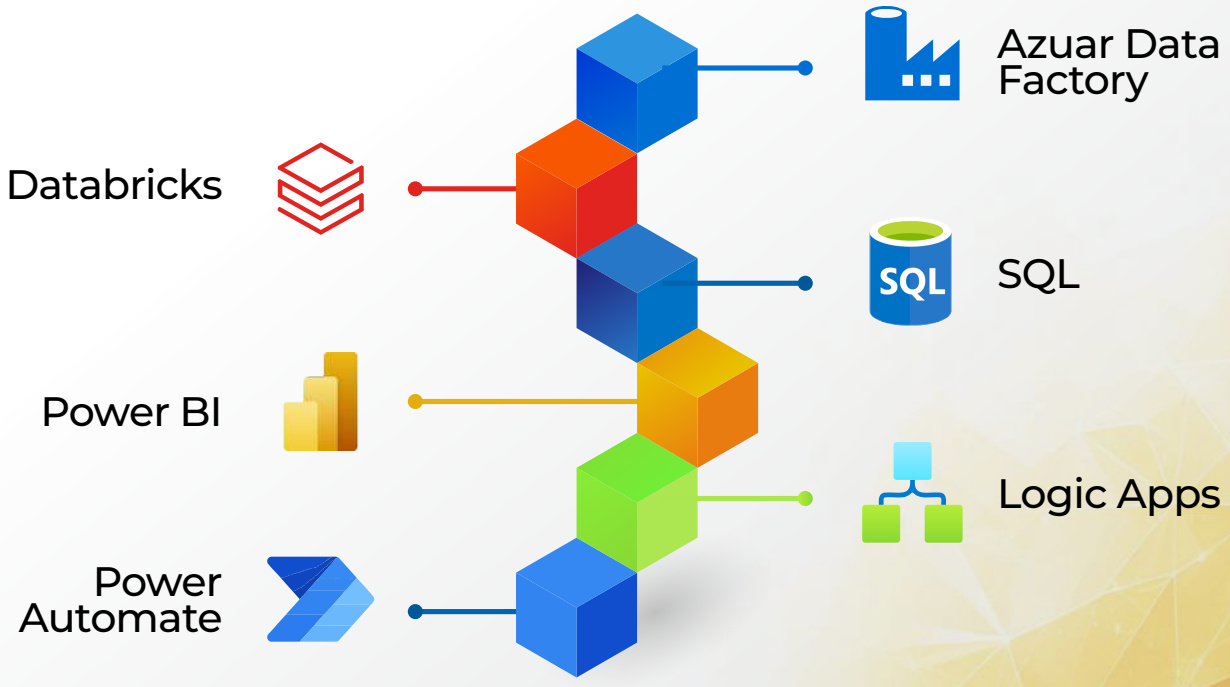
100%
data accuracy and real-time visibility across all functions

14
data accuracy and real-time visibility across all functions

70%
eduction in HR reporting effort; proactive attrition and learning ROI insights

80%
reduction in manual Excel dependency and rework across teams

Our Technology Stack



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About Polestar Analytics

Polestar Analytics is a leader in Data, Analytics, AI, and Enterprise Planning helping organizations to unlock intelligent outcomes through our proprietary products like 1Platform, accelerators, and services. Our expertise spans data engineering, data science, agentic and generative AI, and advanced planning for CPG/Retail, Pharmaceuticals, Manufacturing, IT/ITeS, and Financial Services.

Reach out to us today!