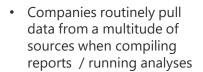
For FP&A teams tasked with processing large quantities of data disparate sources, Excel is often the primary tool. We leverage multiple additional tools to help our clients augment their Business Intelligence capabilities.

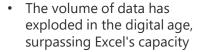
Today's challenges

Disparate Data Sources



- Manually aggregating data is time-consuming and error-prone
- Modern tools offer automated data integration capabilities for seamless aggregation

Explosion in Data Volume



- Large datasets can lead to performance issues and limited analysis possibilities
- Advanced tools handle big data with ease and enable complex analyses

Messy Data

- Data is almost always messy (duplicate values, different units of measure, etc.) which can lead to misinterpreted outputs
- Manually cleaning in Excel is inefficient and doesn't leave an audit trail
- New tools allow for the automation of data cleansing and transformation

Example of data processing at many companies we work with



The above process is resource intensive and very prone to error!

Tools that support unique client needs, and when to use them

Python / SQL

- Aggregation: SQL can quickly aggregate large datasets with data scattered across multiple datasets (e.g., sales, customers, products).
- Data Cleansing: Before doing any analysis, data often needs to be cleaned and transformed. Both SQL and Python excel at this.
- Automation: Monthly data dumps often need to be cleaned, transformed, and analyzed on a repeated basis. Instead of doing this manually, the entire process can be scripted in Python or SQL.

PowerBI

- ERP Connectivity / Data Aggregation:
 PBI can connect to various data sources directly for access to real-time information.
- **Data volume**: PBI can handle datasets that exceed Excel's capacity limitations.
- Visualization and Reporting: PBI allows easy creation of visually appealing and interactive reports (e.g. quarterly earnings dashboard) that allow for access to live information.
- User-friendliness: PBI allows users to analyze and visualize large amounts of data in a user-friendly way with little technical expertise needed.

In practice

Data aggregation at beverage company using Python / SQL

- Used Python to fetch data from multiple sources, clean the data, and transform it for easy and accurate analysis.
- Resulted in more accurate forecasting and informed decision-making by allowing Company to see insights down to the SKU-level, which they had not been able to do before.

Dashboard creation at CPG distributor using PowerBI

- Developed a PowerBl dashboard integrating sales, financial, and operational data.
- Enabled real-time monitoring of Key Performance Indicators.
- Insights allowed Company to prioritize certain customer accounts, achieving 25% reduction in total past due A/R.

Read more about MERU's Data Insights Practice here

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