



### Power BI KPIs, Reports and Dashboards

iD Fresh Food worked with CloudFronts to deploy robust analytics on the Power BI platform for managing their high growth 'fresh food' business across India and other markets.

### About iD Fresh Food:

Started in 2006 with a desire to put "home-made meals on dining tables across India", iD Fresh Food is now a well-known "Fresh Foods" brand across India and many international markets. With a mission to make preparation of "home-made meals a pleasure", the team at iD Fresh Food has a razor-sharp focus on delivering fresh food every single day to grocery stores across all cities where they operate. You can read more iD Fresh Food at [www.idspecial.com](http://www.idspecial.com).

### Business Requirement:

iD Fresh Food approach CloudFronts with the following requirements -

1. Develop Key Performance Indicators (KPIs) and Dashboards on the Power BI platform by integrating data from various systems to enable business insights and quick decision making backed up by "data".
2. Provide a single source of truth for the entire organization based on Power BI reports and dashboards.
3. Equip everyone from the CEO to the Regional Manager with analytics at their finger-tips with access anytime, anywhere and across any device.

### Solution Delivered:

The CloudFronts team first understood the iD Fresh Food business model to get an understanding of the key data points for developing KPIs and dashboards. The CloudFronts team then developed the Sales dashboard on top of Power BI using a custom built '[DialGauge](#)' visual. This visual along with other key dashboards like the 'Run Rate' dashboard provided iD Fresh Food's Management with rich analytics and a deep understanding of the state of their high growth business.

### Key Benefits:

iD Fresh Food has benefited tremendously from the Power BI Analytics. Key benefits –

1. Real-time access to Key Performance Indicators across the business.
2. Deep insights into Sales, Operations and Finance.
3. Ability to develop Predictive Analytics for manufacturing planning and reducing waste (Each fresh food item is delivered fresh every morning to grocery stores and unsold items are destroyed end of day).

### Post Go Live:

iD Fresh Food went live with their first dashboards towards the end of 2015 and have since entered into a long term ongoing contract with CloudFronts to continue developing their requirements on the Power BI platform. We value this partnership with iD Fresh Food and continue to work together with iD Fresh Food as they continue to grow across new markets!

*"The Sales, Operations and Financial dashboards developed by CloudFronts are now an integral part of our decision-making process and provide us with a pulse on our business. Our CEO and Management team now start their day by looking at the KPIs on their Power BI mobile app!"*

- Sujeeth Ravindran,  
Partner, iD Fresh Food India Pvt. Ltd.

### Key Technologies:

- Power BI
- Custom Visual
- Azure SQL Data Warehouse

### Connect with us!

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