CLOUDFRONTS™
AI-First Microsoft Partner

Case Study

Customer Success Story

Deep Foods, a leading food manufacturing and distribution company, partnered with **CloudFronts Technologies** to develop a modern, interactive analytics platform using **Microsoft Power BI**.

The goal: centralize sales data, track performance KPIs, and empower executives and sales teams with real-time, actionable insights.

About Deep Foods:

Deep Foods is a well-known name in the packaged food industry, delivering high-quality products to customers across multiple regions. With a wide distribution network, multiple store formats, and a growing product portfolio, Deep Foods needed better visibility into sales performance, store segmentation, and profitability metrics to support decision-making at every level.

Learn more at https://deepfoods.com/

The Challenge:

Deep Foods had vast amounts of sales and operational data spread across ERP/CRM systems and SQL databases. However, they faced several challenges:

- **Limited visibility into performance trends** for salespersons, stores, and product categories.
- **Manual, time-consuming reporting** processes that delayed decision-making.
- **No centralized dashboard** to track KPIs such as targets achieved, cancellations, growth pace, and profit margins.
- Lack of **Role-Level Security (RLS)** to control data access based on sites.
- Difficulty in **store segmentation** (Old vs. New) and monitoring their respective contributions.

These challenges hindered their ability to make data-driven decisions and track performance in real time.

Solution:

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CloudFronts designed and delivered a **comprehensive Power BI reporting solution** integrated directly with SQL Server, tailored to Deep Foods' operational needs.

Key components of the solution included:

1. **Centralized Power BI Reports** – Three main reporting groups:
    - **Salesperson Analytics** – Internal, External, and Store-Level Analysis (Packout).
    - **Executive Summary** – Top-level KPIs, sales trends, cancellations, and profitability insights.
    - **Detailed Customer Insights** – Segmented analysis for new vs Old Stores, customer classes, and performance by geography.
2. **Role-Level Security (RLS)** – Implemented using the Site table to ensure each user could only view authorized data.
3. **Incremental Refresh** – Optimized data processing by refreshing only recent transactions, improving performance and reducing load times.
4. **Advanced DAX Calculations** – Custom measures for:
    - Growth percentage and pace
    - Sales per day/week
    - Target achievement %
    - Profit margins
    - Old vs new store sales contribution

Key Technologies:

- Microsoft Power BI
- SQL Server
- Microsoft Dataverse

Results and Impact:

The new Power BI solution transformed how Deep Foods monitors and managed its sales performance:

- **Centralized insights**: All KPIs and detailed breakdowns are now accessible in one place.
- **Faster decision-making:** Automated data refresh and KPI tracking reduced report preparation time by **75%**, enabling management to make same-day decisions instead of waiting days for manual reports.
- **Improved store segmentation**: Clear visibility into the performance of old vs New Stores helped prioritize growth initiatives.
- **Data security**: RLS ensured sensitive data was restricted to the right stakeholders.

- **Operational efficiency:** Incremental refresh decreased data load time from **30 minutes to under 5 minutes**, saving over **10 hours of manual work per month**.

Conclusion:

By implementing a modern, centralized Power BI analytics platform, Deep Foods gained the ability to track sales performance, store segmentation, and profitability in real time. The solution not only streamlined reporting processes but also provided executives and sales teams with the insights needed to drive growth, reduce inefficiencies, and make informed business decisions.