



## CASE STUDY

# MASTERING THE DATA

**CHALLENGE:** To better understand and merge company data for the purpose of visualisation and analysis.

**BACKGROUND:** From an initial funded review meeting with Mark Lindley from Hartpury Agri-Tech Centre, it was identified that a big challenge for Milking Solutions UK success was the lack of thorough analysis of sales data. Relying on “gut feel” was becoming a barrier to the company’s growth and profitability.

The data is held on two separate business systems and without the software application and skills to interrogate the data it was proving difficult to identify trends in sales and consequently plan production and stocking levels.



With the invaluable package of support from the Agri-Tech Centre we’re starting to see an insight into our company data and have transformed our approach to data analysis as a result. Now, with MS Power BI, we’re not only merging data for visualisation; we’re leveraging it to drive growth and profitability with precision. Turnover is now climbing and that gives me the confidence to maintain the staff level we’ve got and even seek new staff members to carry on growing the company.”

Kevin Graham  
Milking Solutions UK Ltd



**OUTCOME:** An initial discussion with Kevin determined that a number of staff members were already familiar with MS Excel, had access to computer systems, and had the capability to be trained in the use of additional software.

Following consultation with training providers it was agreed that MS Power BI would meet the need for data analysis and reporting.

The solution was to:

- Undertake government funded training in the use of MS Power BI
- Define the required management reports

Business benefits included:

- The alignment of manufacturing and stock levels with predicted sales patterns
- The ability to gain and share insight with distributors across the world

The support Milking Solutions received allowed them to try out new ideas, while the funding made it easier for them to use technology and methods that improve productivity, supporting business expansion. With a ‘Measure to Manage’ ethos, Kevin and his team are now using data to drive growth and profitability.

