

Project Portfolio



Since its inception in 2012, Vizuators team delivered over 20 successful projects, up to 2000 hours in size. Please see the key projects highlighted below.

Functional areas we worked in so far:

- Sales and Marketing Performance Management
- Supply Chain Analytics
- Human Resources Management
- Banking & Finance, Asset Management

Industries covered:

- Pharmaceutical
- Retail
- Transportation and Logistics
- Banking, Asset Management

2012 Corporate Marketing dashboard, FedEx

Delivered a solution to analyze Sales performance in various business lines. Replaced monthly manual SQL query with weekly auto-updated dashboard, which resulted in much shorter insight to action lead time for the executive team.

2013 Sales operations and performance management, Bayer Canada

Created an executive dashboard aggregating sales performance metrics for one of the business divisions. To match the acceptance rate, scaled the solution up from a few desktop users to the whole division using Tableau Server.

2014 CIO office Business Intelligence solution, TD Canada Trust

Built series of dashboards providing C-suite team with an overview of the company employee population, tracking metrics such as headcount, years at work, distribution of staff skills by categories. Another solution for KPI scorecard combined over 70+ KPIs covering all aspects of the business, and compared them with the industry benchmarks. Both provided the leadership team with the insights needed for effective formulation of business strategy.

2015 Sales Performance Management, Walton International (asset management company)

Developed a Business Intelligence solution to visualize Sales Pipeline for the executive team, and provided robust analytical tools for middle management to drive the sales performance by focusing on key metrics.

2014, 2015, 2016 Marketing and Sales Performance Management, Bayer Canada

Delivered a series of Marketing and Sales Performance Management solutions for all lines of business. Each included unique combination of data sources relevant for the respective division, covering both external data such as industry statistics, medical claims and POS data from partners, and internal data such as sales activity from SFDC, sales data from ERP and manual spreadsheets. Solutions offered detailed competitive market analysis, broken down by territory, sales representative, banner and product line. Each solution included strategic overview dashboards for executive teams, tactical analytical tools for middle management and business analysts, and detailed interactive daily reports for the field sales force. Accessed from laptops, iPads, and phones, these dashboards greatly improved company's ability to monitor its market performance, and design and execute successful business strategies.

2016 Marketing ROI dashboard, SCI Logistics Inc.

Created a series of dashboards that allowed tracking of ROI for marketing activities performed in different channels. Combined data from LinkedIn, Twitter, Facebook, Web-site statistics, Sales Force, and manual spreadsheets, and efficiently visualized spend/leads relationships. The solution was sufficiently flexible to allow for detailed analysis of marketing campaigns efficiency, and to uncover key marketing performance factors for sales lead generation.

