



## CASE STUDY

# DATA ANALYTICS

**CHALLENGE:** Merging 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. An obstacle hindering 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 support from the Hartpury Agri-Tech Centre, we transformed our approach to data analysis. Now, with MS Power BI, we're not only merging data for visualisation; we're leveraging it to drive growth and profitability with precision."

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.

