

CASE STUDY: Segment Productivity

Solution: Data Processing, Reporting Platform

Services Provided: Business Intelligence (BI) & Analytics

Engagement Overview

The client was looking to build a data model to show a relationship between influenced revenue and head count (i.e., the number of employees within a team). The goal was to show not just revenue influence, but actual profits. For example, a team that influenced \$10m of revenue, but it might be comprised of \$20m of employees, not turning a profit.

Challenges

No prior mechanism in place to measure profit and loss with this unprecedented but very realistic approach.

Bloom Solution

The Bloom team provided the necessary data linkages between revenue earned by each product and the HC expenditures logged by each team during the related timeframe.

Services

BI Services Support

- Created SSIS solution to process employee and product data.
- Provide self-service PowerBI report.
- Provided Help Desk style service and support for 1 year.

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