



latentview

Actionable Insights • Accurate Decisions

# Global Performance Measurement Dashboard for a CFO

Client

Leading Media &  
Entertainment Company



## The Problem

For a CFO, up-to-date performance metrics are key to decision making and our client had a rudimentary manual setup.

### The Before State

Performance data were analyzed using excel sheets, which did not provide the required slicing and dicing capabilities to identify and correct underperformance of products and categories.

### The After State

Improvement plans to achieve the forecasted numbers were formulated much faster, **saving almost 30% in analysis and turn-around time.**

### The LatentView Solution

Built an intuitive, actionable visualization tool that provided insights into which categories and geographies were underperforming and identified the causal factors for improvement.

## About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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