

DATA VISUALIZATION CONSULTING

Turning your data into *clear visual decisions* with expert data visualization consulting.

How Brewster Consulting Group uncovered the true root cause of a consumer goods company's declining sales — and delivered a segmented customer dashboard that powered an immediate, measurable strategic turnaround.

CLIENT

**Consumer Goods
Company**

ENGAGEMENT

**Data Visualization
Consulting**

OUTCOME

**Revenue Rebound
& Dashboard Build**

PRACTICE

**Analytics &
BI Consulting**

01 — THE CHALLENGE

A sales decline that was *impossible to diagnose* — until data visualization made it visible.

A well-established consumer goods company was experiencing a steady decline in revenue across nearly every channel. Leadership suspected weakening sales, but their existing tools weren't built to isolate trends or surface patterns in customer behavior. Without clear visual intelligence, every strategic fix was a guess.

WHERE THE DATA WAS BREAKING DOWN

01 No visual layer on the data

Raw reports and spreadsheets provided numbers but no patterns. Leadership couldn't see what was driving the decline or where it was concentrated.

02 Trial-and-error strategy

Without data visualization consulting, every intervention — pricing tweaks, promotion shifts, distribution changes — was based on intuition rather than insight.

03 Customer segments invisible

The company had no way to segment customers by purchase frequency, lifecycle status, or acquisition channel, leaving critical patterns buried in rows of data.

04 Retention vs. acquisition confusion

Without a dashboard separating new vs. returning customer metrics, leadership assumed the problem was churn — when the real issue was top-of-funnel acquisition.

05 No real-time performance visibility

Static monthly reports meant the team was always reacting to old information, unable to course-correct campaigns or reallocate budget in time to matter.

"The company needed a data visualization consulting partner who could transform their raw data into a clear picture of what was actually happening — and why."

02 — THE SOLUTION

Data visualization consulting that asked the right questions.

Brewster began the engagement with a comprehensive analysis of historical sales data, segmenting product types, flavors, and distribution channels across in-store and online purchases. Our data visualization consulting approach translated this raw data into intuitive Power BI dashboards — making the uniform nature of the decline immediately visible, ruling out specific SKUs or channels as the root cause.

Instead of stopping there, Brewster shifted focus to customer behavior trends — particularly purchasing frequency and lifecycle status. Advanced visual analytics revealed patterns completely invisible in raw spreadsheet data.

KEY FINDING

Loyal customers with 10+ purchases over the past two years were actually increasing their buying volume — churn was not the problem.

ROOT CAUSE IDENTIFIED

New customers were simply not coming in. The top of the acquisition funnel had stalled, but no existing report made this visible until our data visualization consulting work surfaced it.

This insight completely reframed the strategy. Retention was healthy. Acquisition was the gap. With that clarity established, Brewster delivered a set of focused, data-backed recommendations.

WHAT BREWSTER RECOMMENDED

- **Shift marketing strategy**
Reallocate budget toward first-purchase incentives and awareness campaigns targeting new audiences rather than existing loyal customers.
- **Build new customer KPIs**
Define and track acquisition cost, conversion rate, and first-to-repeat purchase timeframes in a live dashboard.
- **Redesign lifecycle campaigns**
Create nurture paths that guide customers from trial purchase through to loyal repeat buyer status.
- **Deploy a segmented acquisition dashboard**
A purpose-built Power BI dashboard monitoring acquisition metrics by product, region, and campaign source in real time.

03 — THE RESULTS

Strategy shift.

Revenue rebound.

Armed with a clear understanding of their true challenge — delivered through Brewster's data visualization consulting engagement — the company quickly adapted its marketing, sales, and customer success strategies. The results were almost immediate.

WHAT CHANGED

- **Marketing ROI increased immediately**
Acquisition-focused campaigns attracted more new customers, lifting return on marketing spend within the first cycle after the strategic pivot.
- **Customer lifetime value grew**
Clearer conversion paths and targeted repeat-purchase incentives extended average customer relationships and increased per-customer revenue.
- **Real-time dashboard visibility**
Leadership could finally see acquisition metrics live — and reallocate budget in response to actual data, not gut feel or month-old reports.
- **Confidence restored across the team**
For the first time, the team had a clear, data-driven direction. Visual analytics replaced assumptions at every stage of the decision-making process.

04 — CONCLUSION

This case study is a perfect example of how data visualization consulting can transform a company's trajectory. What started as a vague, multi-month performance problem became a focused, strategic initiative once the root cause was uncovered and made visible through expert data visualization work.

With Brewster Consulting Group's data visualization consulting support, the consumer goods company stopped guessing and started acting — replacing assumptions with visual insights, and hope with measurable strategy.



LET'S BUILD YOUR DATA VISUALIZATION ENGINE

Looking for Data Visualization Consulting Services that turn data into decisions?

Brewster Consulting Group empowers organizations through comprehensive data management, process improvement, and project management. Whether you're starting with a spreadsheet or sitting on millions of rows, our Business Intelligence Consulting team helps you unlock the value of your data with tailored, end-to-end solutions.

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STAND UP

Build a BI foundation from scratch — ETL, modeling, dashboards, governance.

SCALE UP

Take an existing BI stack from fragile to enterprise-grade and self-serve.

TUNE UP

Audit, optimize, and harden an existing Power BI or Tableau deployment so it actually drives decisions.