

DATA VISUALIZATION CONSULTING

Turning safety data into *proactive decisions* with data visualization consulting.

How Brewster Consulting Group built a centralized Power BI Health & Safety dashboard that replaced manual spreadsheets with real-time, multi-site performance intelligence for a national logistics company.

CLIENT

**National Logistics
Company**

ENGAGEMENT

**Data Visualization
Consulting**

TOOL

**Microsoft
Power BI**

PRACTICE

**H&S Analytics
& Dashboarding**

01 — INTRODUCTION

From spreadsheets to *safety strategy:* how data visualization consulting changed the picture.

When the health and safety team at a national logistics company came to Brewster Consulting Group, they weren't lacking in commitment — they were lacking in time, visibility, and the right tools to keep up. With dozens of facilities spread across the country, tracking safety performance had become a patchwork of spreadsheets, emails, and manual follow-ups.





Every safety report, investigation, or compliance requirement took time and coordination — often at the expense of speed and accuracy. They needed a solution that could give them both a bird's-eye view and the ability to zoom in when it mattered most. That's where Brewster stepped in, to turn raw safety data into real operational insight through expert data visualization consulting.

02 — THE CHALLENGE

Disconnected processes. *Limited visibility.*

Despite having access to safety-related data from incident reports, training logs, and equipment checklists, the logistics company's teams struggled to analyze this information in a meaningful way. Without the right data visualization consulting framework, the data stayed trapped in silos.

KEY CHALLENGES

-  **Time-consuming manual tracking**
Incidents, inspections, and compliance milestones were all tracked by hand — a slow, error-prone process that consumed team bandwidth.
-  **Inconsistent data formats across locations**
Varying formats made it hard to compare performance across sites or ensure data integrity at the organizational level.
-  **No centralized view of open actions**
Open safety actions, investigations, and overdue inspections were scattered across systems with no single dashboard to surface them.
-  **Limited ability to drill into metrics**
Managers lacked the ability to drill into data and identify root causes — a gap data visualization consulting closes.

▣ Delayed reporting cycles

Delayed reporting left the team always reacting to past events rather than preventing future ones.

03 — THE SOLUTION

A centralized, actionable *safety dashboard* built for real decisions.

To meet the client's operational and compliance needs, Brewster Consulting Group designed and implemented a comprehensive Power BI dashboard that unified their health and safety reporting into one interactive platform. Our data visualization consulting approach focused on turning raw safety data into a visual intelligence layer that managers could actually act on.

KEY DELIVERABLES

— 7 Health & Safety KPIs tracked in one dashboard

Incident rates, open investigations, overdue inspections, and employee training completion — all visible in a single, unified view.

— Performance scoring system by location

A weighted scoring model assigned a standardized score to each site based on adherence to key safety metrics, enabling fair cross-site comparison.

— Custom visualizations for risk management

Managers gained purpose-built visual tools to monitor open safety actions, identify risk areas, and respond to incidents faster than ever before.

— Automated equipment inspection tracking

Compliance criteria and inspection deadlines tracked automatically — minimizing human error and ensuring nothing slips through the cracks.

— Reporting layers for strategic and operational needs

Detailed drilldowns from company-wide performance all the way down to site-specific activity, supporting both frontline managers and senior leadership.

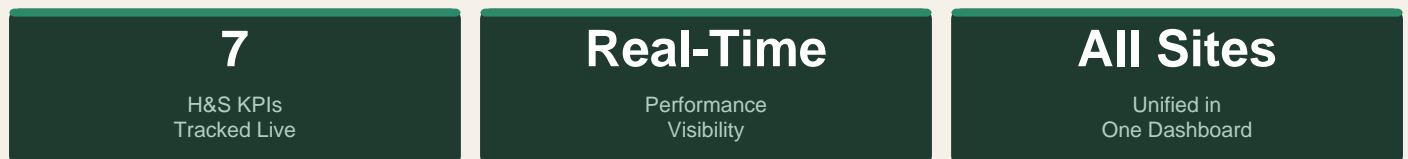
STAKEHOLDER ADOPTION

To support adoption, Brewster worked with stakeholders to structure historical data, validate inputs, and train internal users on how to navigate the dashboards and interpret insights confidently.

04 — THE RESULTS

From safety oversight *to strategic insight.*

The dashboard implementation brought immediate operational improvements and set the stage for longer-term cultural change in how the organization approached workplace safety. The impact of expert data visualization consulting was felt at every level — from frontline managers to executive leadership.



WHAT CHANGED

- ▲ **Clear, consistent view across all locations**
With real-time tracking in place, the health and safety team could quickly identify underperforming sites, follow up on unresolved investigations, and analyze trends in incident types or root causes.
- ▲ **A new level of accountability through performance scoring**
The scoring system enabled leadership to recognize top-performing sites and offer targeted support to those falling behind — creating transparency that manual reporting could never achieve.
- ▲ **Proactive management for frontline managers**
Managers gained a tool to proactively manage inspections, close safety gaps, and ensure compliance — shifting the team from reactive reporting to preventive action.
- ▲ **A resilient, data-driven safety program**
By replacing a fragmented manual process with a centralized reporting framework, Brewster helped the client create a more resilient, proactive, and aligned health and safety operation.

05 — CONCLUSION

This project exemplifies how data visualization consulting can turn raw data into action — even in complex, multi-site operational environments. By delivering a custom Power BI solution tailored to the client's unique H&S workflows, Brewster Consulting Group helped the logistics company move from reactive reporting to proactive risk management.



Now, with transparency, structure, and consistency across all safety activities, the client is better equipped to protect their workforce, maintain compliance, and continuously improve performance — no matter how large or distributed their operations grow.

READY TO VISUALIZE YOUR DATA?

Data visualization consulting that drives *real decisions.*

Brewster Consulting Group helps organizations turn raw data into visual intelligence — building dashboards, data models, and analytics systems that drive faster, better decisions across every level of the business.

- **STAND UP**

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

- **SCALE UP**

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

- **TUNE UP**

Audit and optimize a Power BI or Tableau deployment so it actually drives decisions.

\$30M+

in verified
cost savings

100+

dashboards
delivered

10+

years of data
consulting

GET IN TOUCH

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“We don’t just build dashboards. We build decision engines.”

WHAT WE DO

- Power BI Dashboards
- Data Strategy & Modeling
- KPI Design & Governance
- Stakeholder Training