

POWER BI CONSULTING SERVICES

Reversing *declining sales* with a Power BI Consulting solution that revealed the real problem.

How Brewster Consulting Group used Power BI Consulting Services — customer segmentation, lifecycle analytics, and executive dashboards — to help a consumer goods company stop guessing and start growing.

CLIENT

**Apex Consumer
Goods Co.**

ENGAGEMENT

**Power BI Dashboard
& Analytics Build**

FOCUS

**Customer
Acquisition**

PRACTICE

**Power BI
Consulting Services**

01 — THE CHALLENGE

Sales were slipping — but the *data told a different story.*

Power BI Consulting Services made it visible.

Apex Consumer Goods Co., a well-established consumer goods company, found itself at a crossroads. Despite decades of steady growth, recent months had seen a noticeable decline in revenue and profit. Leadership suspected weakening sales were to blame, but they lacked clear, data-backed insight into why it was happening. Internal reports offered some signals, but the company's tools weren't robust enough to isolate trends, customer patterns, or performance indicators. Without direction, their marketing and sales strategies were stalled. They turned to Brewster Consulting Group to uncover the root cause and build a Power BI Consulting Services solution for recovery.

WHERE THE DATA WAS BREAKING DOWN

01 More questions than answers

Declining sales were visible across nearly all channels, but the underlying cause remained elusive — product performance, shifting customer behavior, channel inefficiencies, or market saturation.

02 Trial-and-error strategy

The team had adjusted pricing, tweaked promotions, and shifted distribution, but none of these efforts moved the needle. Leadership had a growing list of questions but few meaningful answers.

03 No visibility into customer behavior

Without Power BI Consulting Services in place, the company had no way to segment customers, track lifecycle status, or identify patterns in purchasing frequency at scale.

04 Surface-level reporting only

Existing tools could describe what was happening in aggregate but couldn't drill into why, leaving the team unable to isolate the real driver of declining revenue.

05 Strategy stalled without insight

Marketing and sales initiatives were on hold because no one could confidently point to a root cause. They needed a partner who could deliver deep analytical clarity — not just more reports.

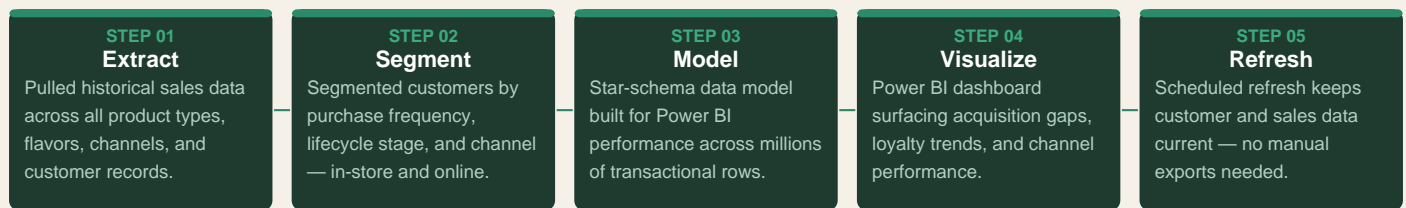
"Apex needed a Power BI Consulting partner who could transform overwhelming data into a clear, actionable answer — not another report."

02 — OUR APPROACH

End-to-end Power BI Consulting Services — from raw sales data to executive-ready *customer intelligence.*

Our team delivered a Power BI Consulting Services engagement designed around how Apex actually evaluates customers and measures sales performance. Every layer — data extraction, modeling, customer segmentation, visualization, and refresh — was built to answer the questions leadership was already asking.

THE ANALYTICS PIPELINE WE BUILT



WHAT THE ENGAGEMENT INCLUDED

- **Customer segmentation analysis**
Sales data segmented by purchase frequency and lifecycle stage to isolate who was buying, how often, and whether they were new or returning.
- **Power BI dashboard — acquisition focus**
Purpose-built Power BI Consulting Services dashboard to surface new customer KPIs: acquisition cost, conversion rate, and first-to-repeat purchase timeframes.
- **Root cause identification**
Rather than stopping at aggregate trends, Brewster's Power BI Consulting team drilled into behavioral data to pinpoint the specific driver of declining revenue.
- **Streamlined data refresh**
New sales and customer data ingested automatically — the dashboard stays current without manual exports or analyst intervention.
- **Strategic insight delivery**
Findings reframed the entire business problem: loyal customers were stable; the gap was at the top of the funnel. A clear, data-backed strategy followed.
- **Documentation & enablement**
Hand-off materials so Apex's team can extend the dashboard, add filters, and onboard new analysts independently.

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CUSTOMER ANALYTICS

DATA MODELING

DASHBOARD DESIGN

SALES ANA

03 — RESULTS & IMPACT

A Power BI Consulting Services solution that turned a mystery into a strategy — *and reversed the decline.*

With Brewster's Power BI Consulting Services engagement complete, Apex no longer had to guess why sales were falling. The answer was clear, visible, and actionable. Leadership had structured, real-time access to the customer data they needed — and a strategic roadmap to act on it.

100%Channel Coverage
Analyzed**1**Unified Power BI
Decision Dashboard**∞**Custom Filters by
Product, Region & KPI

WHAT CHANGED FOR APEX

- 📈 **The real problem was finally visible**
Power BI Consulting Services surfaced what internal reports couldn't: loyal customers were stable — the gap was entirely in new customer acquisition.
- 📈 **Marketing strategy was realigned immediately**
Leadership shifted budget from broad retention campaigns to acquisition-focused channels, armed with data-backed confidence to act.
- 📈 **New customer KPIs were established**
For the first time, Apex could track acquisition cost, conversion rate, and first-to-repeat purchase timeframes in a single Power BI dashboard.
- 📈 **ROI improved as campaigns hit the right audience**
Acquisition-focused campaigns attracted more new customers, improving marketing ROI and growing customer lifetime value.
- 📈 **Leadership moved with speed and precision**
Real-time visibility into customer metrics meant the team could act quickly — replacing assumptions with insights, and hope with measurable strategy.

Apex now views their data not as a challenge, but as a competitive advantage — thanks to the Power BI Consulting Services solution built by Brewster Consulting Group.



LET'S BUILD YOUR POWER BI ENGINE

Looking for Power BI 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 Power BI Consulting Services team helps you unlock the value of your data with tailored, end-to-end solutions.

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THREE WAYS OUR POWER BI CONSULTING SERVICES HELP

STAND UP

Build a Power BI foundation from scratch — data modeling, dashboards, KPIs, and governance.

SCALE UP

Take an existing Power BI environment from fragile to enterprise-grade and fully self-serve.

TUNE UP

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