

Strategic Financial Decisions Enabled by Data Visualizations

Discovering the Big-Picture with Visibility to Tactical Detail

Overview

Success in a turbulent industry requires immediate and actionable insight. With this objective in mind, an oilfield services firm requested the help of Raven Bay to build a window into the monthly financial realities that drive strategic decisions.

This engagement saw close collaboration between Raven Bay and some of the major financial decision makers and prompted a number of process improvements as the organization positioned itself for successful analytics.

The Challenge

The client worked with a customized, rigid data system that was limited to specific tabular reporting and lacked insight into the bigger picture. Every month, strategic decision makers spent a significant amount of time piecing together the big picture from an array of detailed reports.

In order to automatically generate that big picture with timely information, a visualization tool capable of direct integration with the client's custom system was required. In addition, the aggregated financial information needed to be organized in a way that made sense to the company's decision makers.

Industry: Energy
Location: Calgary, AB
Size: 200-500

Company Bio

This energy company provides integrated fluid management solutions to the oil and gas sector with four branches throughout Alberta.

100% Automated Suite of Visualizations



Empowered Decision Makers With Pertinent Data



Drill Down From Big Picture to Tactical Detail

The Solution

Leveraging Microsoft Power BI, Raven Bay delivered a suite of visualizations that provide an up-to-date big picture of client's gross margin. The suite features drill-down capability to the transaction level, equipping the client's decision makers with the ability to move seamlessly from a strategic context to tactical detail.

In order to deliver visualizations of this scope, Raven Bay worked closely with the client's controller and CFO to imbue the solution with business-specific context.

The Results

Strategic decision makers are now equipped with all necessary data with which to do their jobs. It is readily available and involves no manual intervention. The solution allows jumping from big picture to detailed reports in the click of a button.

All visualizations were built with business-specific context, culminating in an exceptionally customized solution that provides highly relevant information at every level of detail.

"...because CFOs have the numbers and a skill set for data analysis, we should search for opportunities to, through data analysis, improve decision making."

**John Ewert, CFO Nvoicepay
Forbes¹**