



Case Study

Automation of Daily Tasks & Sales Dashboards



ABOUT US

BlueArc Technologies is a leading provider of AI-driven business process automation, empowering organizations worldwide to achieve operational excellence.

We help businesses turn inefficiencies into growth opportunities, driving innovation through tailored, transparent automation solutions that deliver measurable results and sustainable impact.

CHALLENGE

The client's team was spending 3–4 hours daily on repetitive manual tasks, which slowed productivity and left little time for strategic work. Additionally, the client needed clear visual dashboards to track daily sales, monitor campaign performance, and understand lead conversion more effectively.

COST OF NOT CHANGING

Without implementing automation, the organization would continue facing:

- 60–70 hours lost monthly on repetitive work
- Human errors from manual data handling affecting reporting accuracy
- Lack of real-time visibility into sales performance and lead conversions
- Slow decision-making, impacting revenue growth and campaign planning
- Overall low operational efficiency

SOLUTIONS

BlueArc Technologies introduced a two-part solution to enhance efficiency and insights.

First, Process Automation streamlined daily tasks using Excel Power Query, reducing manual work to simple file downloads and uploads while the rest of the workflow runs automatically. Second, Interactive Dashboards in Power BI provided clear, visual insights: a Lead Conversion Dashboard tracked campaign conversion rates with key KPIs, and a Sales Performance Dashboard displayed daily sales data for each executive in an easy-to-understand format.

OUTCOME

The client saw immediate, measurable gains: manual work dropped from hours to minutes, data accuracy improved through automation, and real-time visibility into sales and leads enabled faster, informed decisions. These efficiencies boosted team productivity, allowing focus on higher-value tasks.



Tower One, 100 Barangaroo Ave,
Barangaroo NSW 2000, Australia



www.bluearctech.com.au