

# Zoho Analytics Deployment for Enhanced Operational Insights at Sample Room



## Executive Summary

Julia Van der Sommen, established by Sample Room in 2009, is a prominent name in Australia's ethical pattern-making industry. As the premier ethically accredited pattern-making business in the country, Sample Room specializes in providing comprehensive development services. Their Melbourne workroom, equipped with state-of-the-art technologies, boasts a highly experienced and dedicated team that extends its services not only across Australia but also globally.

The suite of solutions offered by Sample Room includes pattern making, sampling, grading, markers, detailed specs/tech packs, and manufacturing services, creating a one-stop-shop for clients in the fashion industry. The convenience of having all these services housed under one roof in Melbourne adds to the efficiency and effectiveness of their operations.

Sample Room takes pride in prioritizing ethical practices, embracing cutting-edge technology, and fostering a genuine passion for delivering exceptional services to the fashion industry. With a commitment to ethical standards and a focus on the latest advancements in the field, Julia Van der Sommen continues to be a leading force in the world of pattern-making and fashion development.

## Organization

Sample Room

## Mission & Vision

Aims to advance fashion development through an extensive library and NHeqa scanner for precise pattern digitization. Its goal is to be a technologically advanced and inclusive hub for accurate and efficient fashion solutions.

The vision emphasizes flexibility, allowing clients to choose full-service packages or individual elements based on unique requirements.



# CASE STUDY

## Challenges

### Manual Data Transfer to Excel

We analysis that Sample Room encounters inefficiencies and potential errors in transferring data manually from their CRM to Excel. This process is time-consuming and prone to inaccuracies, impacting the speed and reliability of data analysis.

### Separating Charts by Years and Changing Date Formats

Sample Room struggles with organizing charts by year and altering date formats for better visual representation. This difficulty in data organization affects their ability to track trends and patterns effectively.

### Removing Data and Updating Charts Dynamically

There's a challenge in removing specific data entries and ensuring that charts update dynamically when new information is added. Sample Room faces issues in maintaining the accuracy and relevance of insights due to data not being promptly reflected in the charts.

### Chart Types and Representation

Choosing suitable chart types and representations to convey insights becomes challenging for Sample Room. Selecting the most appropriate visualization method to communicate data insights effectively is crucial for meaningful analysis.

### Specific Chart Analysis

They require detailed analysis within charts, like comparing data across months, sign-up dates for various programs, and other specific criteria. This necessitates precise configurations and filters for targeted insights.

### Weekly Reports

Sample Room has complexities in generating accurate and timely weekly reports, especially reports spanning specific timeframes like Saturday to Sunday. This demands meticulous data selection and scheduling for comprehensive weekly analysis.

### Lack of Automatic Updates

The absence of automatic updates poses challenges for Sample Room as new data entries or sign-ups are not immediately reflected. This delay affects the accuracy of insights derived from reports and creates discrepancies between CRM and analytics platforms.



# CASE STUDY

## Solution

### Automated Data Integration

Fairchance for CRM integrated an automated data integration system, seamlessly connecting CRM data directly to **Zoho Analytics**. This eliminated the manual transfer process, ensuring real-time data availability and accuracy.



### Enhanced Date Management

We effectively utilized advanced date management features within Zoho Analytics, enabling effortless separation of charts by years and **customization of date formats** for clearer visualization of historical data.

### Dynamic Data Updates

Fairchance for CRM configured Zoho Analytics to enable **dynamic data updates** within charts. This implementation automatically updated reports as new data was added or removed from the CRM, ensuring consistently updated and accurate insights



## Customizable Charting Tools

We provided comprehensive training and guidance on leveraging **Zoho Analytics' diverse chart types and representations**. This empowered users to select the most suitable visualization methods for different datasets and analysis needs.

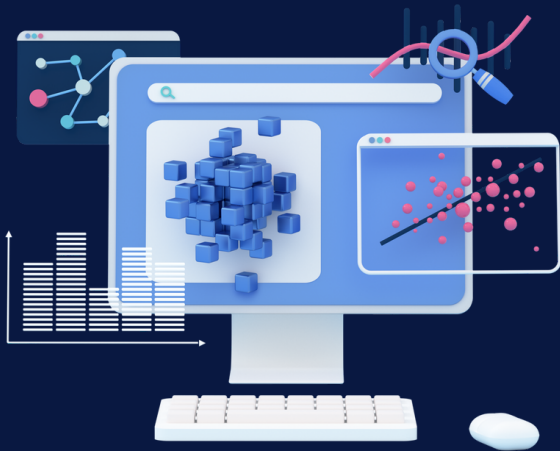


## Advanced Filtering and Analysis

Fairchance for CRM effectively utilized **Zoho Analytics' filtering** capabilities for specific chart analysis. They implemented precise filters to compare months, sign-up dates, and other critical criteria, resulting in more targeted insights.

## Scheduled Weekly Reports

We set up **scheduled report** generation within Zoho Analytics, allowing the automatic generation of accurate weekly reports. These reports covered specific timeframes, such as from Saturday to Sunday, meeting their specific analysis requirements.



## Real-time Data Sync

Fairchance for CRM successfully established a seamless synchronization feature between **Zoho CRM and Zoho Analytics**. This ensured automatic real-time updates whenever new data was added or modified in the CRM, maintaining data consistency across platforms.



# CASE STUDY

## Result

Fairchance for CRM made a significant impact on improving Sample Room's business operations by strategically implementing customized solutions from **Zoho Analytics**. Their comprehensive approach not only addressed existing challenges but also paved the way for a more data-centric, structured, and agile operational framework, setting Sample Room on a path for continued success.

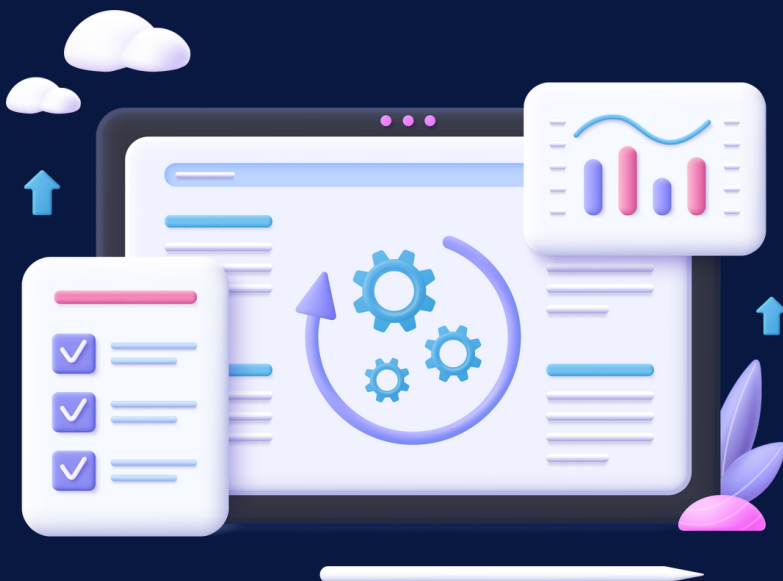
The solutions yielded remarkable results for Sample Room:

- Efficient Data Management
- Improved Visualization
- Dynamic Insights
- Enhanced Analysis
- Scheduled Reporting
- Real-time Data Synchronization



## Applications Implemented

- ZOHO ANALTICS



# CLIENT FEEDBACK



**Julia Van Der Sommen**

**Director Of Sample Room**

**Review from Julia V.:**

★★★★★ 5.0

**Zoho Analytics report**

This job included a number of complex charts to utilise information from Zoho CRM into Analytics. The charts look great with information that is easy to use. Thank you Shehbaz.

[Excel](#) • [CRM](#) • [Zoho](#) • [Xero](#) • [Kajabi](#)

# CASE STUDY

## About FAIRCHANCE FOR CRM

FAIRCHANCE FOR CRM provides round-the-clock services and maintenance to keep your business on the growing and developing track to generate the revenue within the budget. We have expert team to work on the Zoho CRM platform thoroughly with all of automation and innovation. In addition to this, we are able to provide individualized solutions that are adapted to match the particular requirements of each customer, so ensuring the highest possible levels of efficiency and production.

With 700+ customers in 70+ countries, today we are all set to become a trusted growth partner to your business!

For the purpose of assisting businesses in improving their customer relationship management, the FAIRCHANCE FOR CRM platform offered solutions that were both individualized and efficient in terms of cost. enterprises are able to obtain significant insights into the behavior and preferences of their customers using the platform's powerful analytics capabilities, which in turn enables the enterprises to modify their marketing tactics in accordance with those preferences. Businesses have the ability to improve customer happiness and loyalty while simultaneously optimizing their use of resources to achieve optimum efficiency when they implement FAIRCHANCE FOR CRM.

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