

CASE STUDY

PEAK ORGANIC

BACKGROUND

In the summer of 2018, Treehouse Technology Group (TTG) partnered with Peak Organic Brewing Company, an organic, craft brewery based out of Portland, Maine.

Our client was spending a significant amount of time manually adjusting and manipulating data downloaded from their legacy system, then entering the information into Google Sheets to manage their sales tracking, projections and inventory.

Peak Organic's legacy system was not providing the level on analysis and monitoring that they needed. Reviews of various sales periods revealed skews in data due to out-of-stock periods or one-time sales bursts that were not being properly accounted for in the existing system.



OUR PARTNER'S CHALLENGES

Challenge #1: Create a new system that automatically imports information from the legacy system and does automatic adjustments -- eliminating the need for daily manual downloads and manipulations.

Challenge #2: Develop a dashboard that displays important alerts about inventory, distributors and products.

Challenge #3: Develop a dashboard that displays sales statistics by region and sales associate.

TTG'S SOLUTIONS

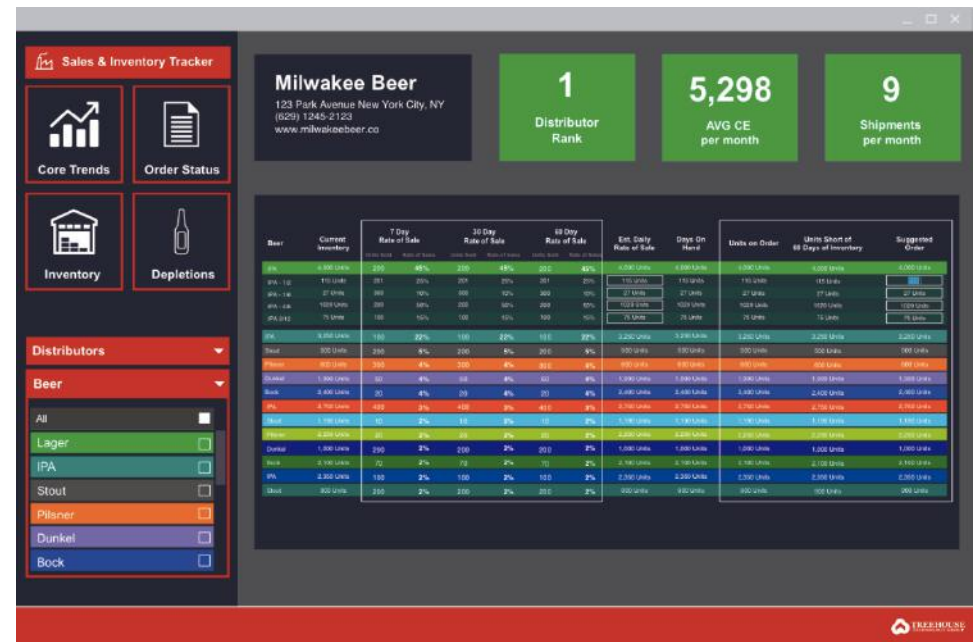
TTG took a multi-phased approach to implementing Peak Organic, tailored specifically to our client's needs:

Phase I: TTG began the project by gathering requirements from our client and subject matter experts to document the requirements in measurable detail.

Phase II: TTG automated Peak Organic's manual process of copying and pasting data from their existing legacy system.

Phase III: TTG Built a data model and subsequent database designed to hold and manage the existing company data previously held in Google Sheets.

Phase IV: TTG Developed a user interface (UI) that allowed Peak Organic to view and consume data in a more organized and systematic fashion.



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Distributor Rank

AVG CE per month

Shipments per month

Core Trends

Order Status

Inventory

Depletions

Distributors

Beer

IPA

Stout

Pilsner

Dunkel

| Beer | Current Inventory | 7 Day Rate of Sale | | 30 Day Rate of Sale | | 90 Day Rate of Sale | | Est. Daily Rate of Sale | Days On Hand | Units on Order | Units Short of 60 Days of Inventory | Suggested Order |
|-----------|-------------------|--------------------|---------------|---------------------|---------------|---------------------|---------------|-------------------------|--------------|----------------|-------------------------------------|-----------------|
| | | Units Sold | Rate of Sales | Units Sold | Rate of Sales | Units Sold | Rate of Sales | | | | | |
| IPA | 4,000 Units | 200 | 45% | 200 | 45% | 200 | 45% | 4,000 Units | 4,000 Units | 4,000 Units | 4,000 Units | 4,000 Units |
| IPA - 1/2 | 115 Units | 201 | 25% | 201 | 25% | 201 | 25% | 115 Units | 115 Units | 115 Units | 115 Units | 115 Units |
| IPA - 1/6 | 27 Units | 300 | 10% | 300 | 10% | 300 | 10% | 27 Units | 27 Units | 27 Units | 27 Units | 27 Units |
| IPA - 4/6 | 1029 Units | 200 | 50% | 200 | 50% | 200 | 50% | 1029 Units | 1029 Units | 1029 Units | 1029 Units | 1029 Units |
| IPA 2/12 | 75 Units | 100 | 15% | 100 | 15% | 100 | 15% | 75 Units | 75 Units | 75 Units | 75 Units | 75 Units |
| IPA | 3,250 Units | 220 | 22% | 220 | 22% | 220 | 22% | 3,250 Units | 3,250 Units | 3,250 Units | 3,250 Units | 3,250 Units |
| Stout | 500 Units | 50 | 5% | 50 | 5% | 50 | 5% | 500 Units | 500 Units | 500 Units | 500 Units | 500 Units |
| Pilsner | 600 Units | 60 | 4% | 60 | 4% | 60 | 4% | 600 Units | 600 Units | 600 Units | 600 Units | 600 Units |
| Dunkel | 1,999 Units | 50 | 4% | 50 | 4% | 50 | 4% | 1,999 Units | 1,999 Units | 1,999 Units | 1,999 Units | 1,999 Units |
| Bock | 2,400 Units | 20 | 4% | 20 | 4% | 20 | 4% | 2,400 Units | 2,400 Units | 2,400 Units | 2,400 Units | 2,400 Units |
| IPA | 2,750 Units | 400 | 3% | 400 | 3% | 400 | 3% | 2,750 Units | 2,750 Units | 2,750 Units | 2,750 Units | 2,750 Units |
| Stout | 1,190 Units | 10 | 2% | 10 | 2% | 10 | 2% | 1,190 Units | 1,190 Units | 1,190 Units | 1,190 Units | 1,190 Units |
| Pilsner | 2,250 Units | 20 | 2% | 20 | 2% | 20 | 2% | 2,250 Units | 2,250 Units | 2,250 Units | 2,250 Units | 2,250 Units |
| IPA | 1,000 Units | 20 | 2% | 20 | 2% | 20 | 2% | 1,000 Units | 1,000 Units | 1,000 Units | 1,000 Units | 1,000 Units |
| Bock | 2,100 Units | 70 | 2% | 70 | 2% | 70 | 2% | 2,100 Units | 2,100 Units | 2,100 Units | 2,100 Units | 2,100 Units |
| IPA | 2,350 Units | 100 | 2% | 100 | 2% | 100 | 2% | 2,350 Units | 2,350 Units | 2,350 Units | 2,350 Units | 2,350 Units |
| Stout | 900 Units | 200 | 2% | 200 | 2% | 200 | 2% | 900 Units | 900 Units | 900 Units | 900 Units | 900 Units |

RESULTS

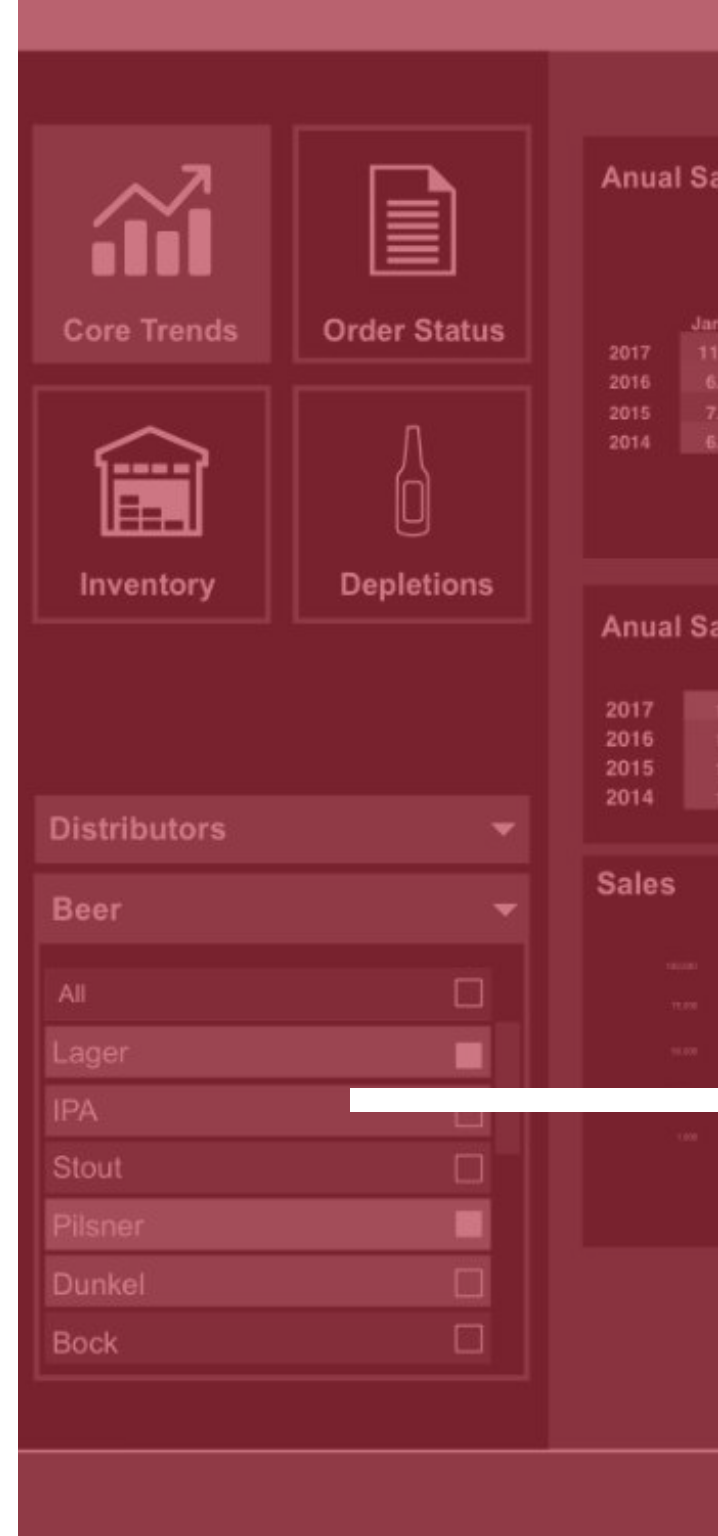
Treehouse Technology Group developed an automated platform that dramatically increased Peak Organic's efficiency in analyzing their sales trends, inventory needs, and managing of their overall operational processes.

Manual hours previously spent inputting data can now be used by the sales team to work more productively. For example, additional focus can now be spent on market strategy or for addressing potential inventory issues.

For sales managers, this new platform allows them to more easily access critical sales and inventory information.

KEY RESULTS

- Automated Peak Organic's process for managing sales and inventory data. This saved the company time and led to an increased accuracy of Peak Organic's data which can be used for sales and inventory forecasting.
- Developed a data visualization dashboard designed to display key performance indicators (KPIs). This allowed Peak to gain faster, more impactful insight into their rate of sale and allowed them to more efficiently predict future inventory needs.



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