



Luxury candy supplier boosts efficiency by 50% with BI insights powered by Zoho Analytics

sugarfina®

www.sugarfina.com

About Sugarfina

Sugarfina is a luxury candy boutique headquartered in California. They source high-end confectionery from small artisans around the world and offer their curated gift boxes and personalized packaging services at 52 boutique stores in North America, through major retail partners like Nordstrom, and on their ecommerce store.

Solution summary

Sugarfina's complex supply chain and multiple customer pipelines were producing a tangled web of data. Implementing Zoho Analytics enabled them to blend all their data streams into clear, insight-rich dashboards and enact data-driven operational improvements across the organization.

Though we were good at producing millions of candies and distributing them throughout the year, understanding our numbers was a challenge. That's when we tried Zoho Analytics.

Ben Smith,
Advisor and former COO, Sugarfina

50% boost to operational efficiency

5 data sources

16 trusted users

The Challenge

Working with dispersed small artisan makers and delivering candy boxes through distribution centers across North America complicated operations for the retailer. Coupled with managing separate ecommerce, franchise, wholesale, and retail selling channels, the result was huge volumes of data siloed into far too many apps and databases. This presented challenges for analysis, and even after Sugarfina built low-code apps in Zoho Creator to streamline their data sources, they still relied on significant manual effort in Microsoft Excel for even the most basic BI tasks, like creating sales reports and generating production metrics.



We were sitting on a lot of data but weren't able to make use of it... A BI tool to analyze information across all these channels was the need of the hour.

Ben Smith,

Advisor and former COO, Sugarfina

To increase the value and insights Sugarfina's decision-makers were getting from their data, the organization would need a BI platform which could:

- 1** Import and blend data from a range of different sources and locations
- 2** Analyze data across all of Sugarfina's channels, locations, and departments to generate data visualizations and dashboards
- 3** Offer an intuitive, user-friendly interface, with no knowledge of programming languages required to generate reporting and insights

The Solution

Sugarfina integrated Zoho Analytics with their existing Creator apps, enabling seamless data flow into their new BI tool. The improvement was immediate, with Ben Smith, then COO, able to configure new KPI dashboards within minutes. In fact, Analytics made data analysis so quick and easy that Sugarfina started integrating streams of data they had left out of their legacy analysis processes, such as using social media data to improve customer feedback insights.

Solution highlights:

- ✓ Core dashboards visualizing Sugarfina's production efficiency, costs, and seasonal trends were created in minutes
- ✓ KPI dashboards combining data from multiple databases to measure core production, operational, quality control, and inventory management metrics are easy to create and update
- ✓ The straightforward drag-and-drop interface allows even non-technical users to generate powerful dashboards
- ✓ Data blending across all sources is seamless and automated



We can see the continuous improvement made to [Zoho Analytics] and their support staff are the best.

Ben Smith,

Advisor and former COO, Sugarfina

Benefits and ROI

Implementing Zoho Analytics gave Sugarfina's Operations teams the overall visibility and 30,000-foot view they had been lacking, which enabled data-driven process optimizations across the board. Department leaders in every part of the organization benefited from more accurate and current insights, enabling data-driven prioritization of focus. And, with much less time and manual effort spent analyzing data, significant workforce capacity could be rerouted to address any operational gaps. Overall, Sugarfina saw significant cost savings and a 50% increase in efficiency throughout the organization, all through making better use of their data.

Here's what Sugarfina has achieved with Zoho Creator so far:

50% increase in efficiency

Cost savings in every part of the org

Significant time saving on data analysis

“Zoho Analytics was the only product we found with features like data visualization, integration, data blending, collaboration, user filters, drag and drop, geomaps, and much more at a great price.”

Ben Smith,

Advisor and former COO, Sugarfina

Zoho offers a suite of intelligent enterprise business software, including an award winning CRM suite, the industry's only comprehensive analytics and BI platform, and a powerful low-code development ecosystem.

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