



E B O O K

FROM DATA TO DECISIONS.

How to break down silos, automate reporting and build data assets that bring action closer to the moment of opportunity.

STRATEGY • SOLUTION • DATA • AI • COMMERCE

MORE DATA DOESN'T MEAN BETTER DECISIONS.

Digital companies produce data constantly. Every session, click, order, campaign, product, inquiry, return and delivery generates information. Add internal systems, marketplaces, ad platforms, retailers, logistics operators, CRM, ERP, external reports and manual files.

The volume grows, but the ability to decide does not necessarily improve.

They have dozens of reports and **little clarity**.

They have dashboards and still decide **with files**.

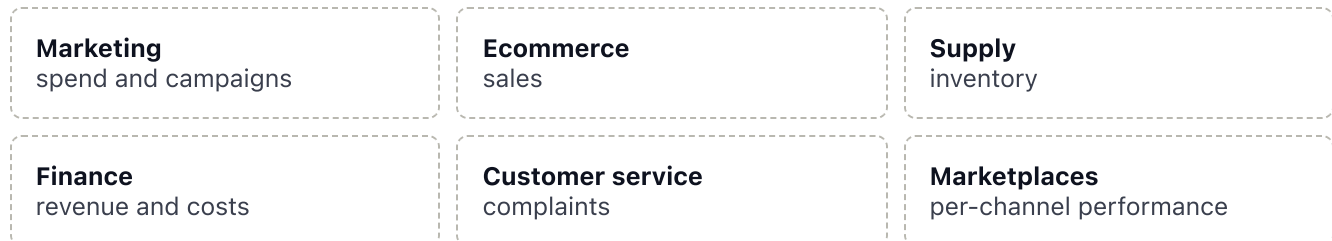
They have real-time information and act **weeks later**.

THE CHALLENGE IS NOT ACCUMULATING MORE DATA. IT IS BUILDING A STRUCTURE THAT TURNS INFORMATION INTO DECISIONS.

This ebook addresses the three problems that most often block that conversion — data in silos, time consumed by manual reporting and late action — and proposes a concrete way out: data assets built to fit the business, with governance, the right granularity and a phased roadmap.

TOO MUCH DATA IN SILOS.

A silo appears when information stays isolated within a system, team or channel. **Each area may have correct information; the problem is that none has the full picture.**



CONSEQUENCES

Contradictory metrics · meetings spent validating numbers · duplicated reports · partial decisions · no traceability · inability to identify causes · dependence on people · slowness.

EXAMPLE

A product's sales drop and marketing proposes more spend. The real cause could be lack of stock, a price change, lost ranking, rejected content, a delivery problem, negative reviews or a catalog error.

HOW TO BREAK THE SILOS

01

Identify sources

An inventory with source, owner, frequency, level of detail, history, quality, access method, restrictions and current use.

02

Define entities

Product · SKU · order · customer · channel · campaign · store · country · category · date. If each system identifies the same product differently, you need matching logic.

03

Create definitions

What does "sale" mean? Order created, paid, shipped, delivered, net sales or sales after returns. Without definitions, two reports can both be correct and show different numbers.

04

Design the architecture

Connectors · APIs · ETL/ELT · data warehouse · data lake · data models · dashboards · alerts · semantic layer · chatbots. It must answer real needs, not trends.

TOO MUCH TIME SPENT ON REPORTING.

WHERE THE WEEK GOES

Downloading files · copying information ·
unifying formats · fixing dates · cleaning data ·
updating formulas · preparing charts ·
distributing presentations · answering repetitive
questions.

WHERE THE VALUE IS

Identifying causes · spotting opportunities ·
building hypotheses · recommending actions ·
evaluating results · improving processes.

The hidden cost of manual reporting is lost hours, errors, dependence on people, diverging versions, lower frequency, less depth and, above all, **late action**.

HOW TO AUTOMATE REPORTING

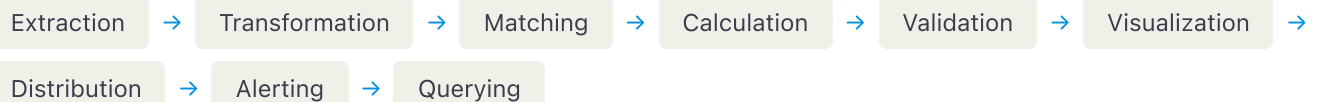
DEFINE THE PURPOSE

Who uses it? What decision does it enable? How often? At what level of detail? What action is expected?

REMOVE DECORATIVE METRICS

A metric is useful when it signals a result, explains a cause, allows comparison, triggers a decision and defines a responsibility.

AUTOMATE THE WHOLE FLOW — NOT JUST THE VISUALIZATION



EXECUTIVE

Revenue · growth ·
margin · compliance ·
risks · opportunities.

COMMERCIAL

Category · product ·
channel · price ·
promotion ·
conversion.

OPERATIONAL

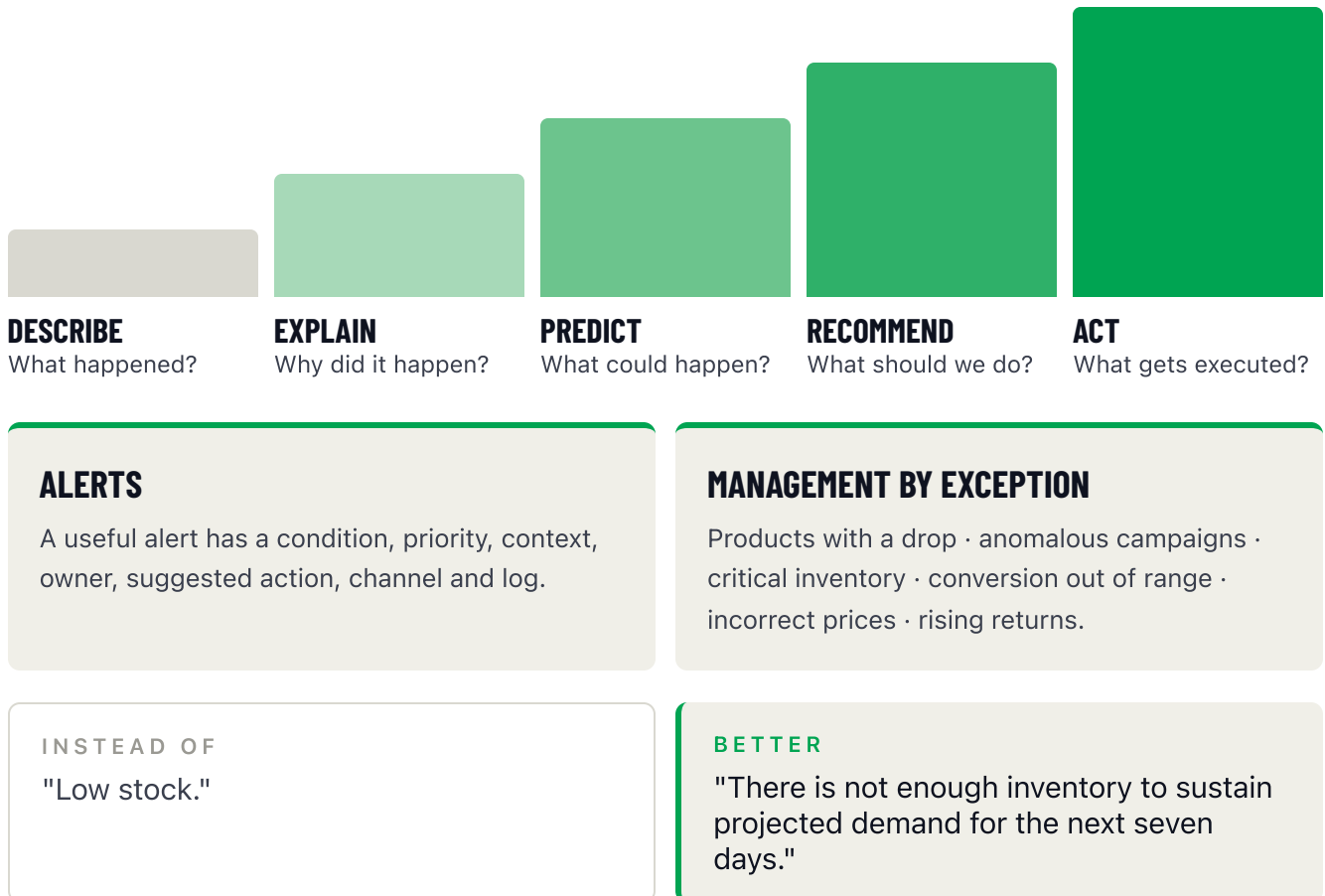
Stock · coverage ·
orders · SLA · fill rate ·
returns.

MARKETING

Spend · acquisition ·
ROAS · CAC ·
conversion ·
attribution.

LATE ACTION.

A dashboard can show perfectly what happened. But if no one acts, its value is limited. Maturity appears when the structure evolves:



On that foundation, a system can also **prioritize actions** by impact, urgency, effort, risk and economic value: teams don't need to review every product — they need to know which ones require attention today.

100% CUSTOM DATA ASSETS.

A data asset is a **reusable capability** that turns information into business value. It is not just a dashboard.

Connectors	Data model	Rules	History
Indicators	Alerts	Simulations	Recommendations
Interfaces	Chatbots	Automations	

Why custom? Because every company has different sources, processes, metrics, responsibilities, priorities and maturity levels. A generic solution can accelerate the start, but the advantage appears when the asset reflects the real logic of the business.

WHY GRANULARITY MATTERS

An average can hide the problem. Total sales grow and yet:

One region is falling.	One category is losing margin.	One product depends on advertising.
One marketplace has stock problems.	One store shows stockouts.	One promotion destroys profitability.

Granularity enables analysis by product, SKU, category, channel, customer, store, region, campaign, day, hour, order or cohort. **You don't always need maximum detail: you need the right detail for the decision.**

CHATBOTS CONNECTED TO THE DATA.

A chatbot can democratize access to information: anyone asks in natural language instead of navigating multiple dashboards.

COMMERCIAL

- Which products explain the growth?
- Where are we below budget?
- Which category has the highest margin?
- Which promotion worked best?

OPERATIONAL

- Which products are at risk of stockout?
- Which orders are delayed?
- Where did returns increase?
- Which stores need replenishment?

MARKETING

- Which campaigns lost efficiency?
- Which products get spend without stock?
- Which audiences convert best?
- What was the incremental impact?

Requirements: defined metrics · reliable sources · access control · context · history · traceability · acknowledgment of uncertainty.

THE CHATBOT MAKES QUERYING EASIER. IT DOES NOT FIX A DEFICIENT DATA STRUCTURE.

DATA GOVERNANCE.

OWNERS

Every metric and every source needs an identifiable person responsible.

QUALITY

Completeness · accuracy · consistency · freshness · duplicates · outliers.

DOCUMENTATION

Definitions · formulas · sources · frequency · limitations · owners.

ACCESS AND SECURITY

Not everyone needs access to everything: personal information · commercial data · permissions · auditing · retention · regulation.

HOW TO IMPLEMENT IT IN PHASES.

01 DIAGNOSIS

- Sources
- Reports
- Users
- Questions
- Pain points
- Dependencies

02 QUICK WINS

- Automate one report
- Connect critical sources
- Common metrics
- Alerts

03 CORE ASSET

- Data model
- Dashboards
- History
- Governance
- Distribution

04 INTELLIGENCE

- Anomalies
- Forecasting
- Recommendations
- Chatbot
- Simulations

05 ACTIVATION

- Automations
- Workflows
- System integration
- Controlled actions

F I N A L C H E C K L I S T

YOUR STRUCTURE IS ADVANCING WHEN.

- ✓ A reliable source of truth exists.
- ✓ Data updates automatically.
- ✓ Dashboards answer questions.
- ✓ Every indicator has an owner.
- ✓ Decisions reach the right level of detail.
- ✓ Actions are logged.
- ✓ Metrics have definitions.
- ✓ Teams use the same information.
- ✓ Alerts exist.
- ✓ The team spends more time analyzing.
- ✓ Querying information is simple.
- ✓ Impact can be measured.

C O N C L U S I O N

Data creates no value while it sits in storage. It creates value when it changes a decision.

**EVOLUTION IS NOT ABOUT ADDING
MORE REPORTS: IT IS ABOUT BUILDING
DATA ASSETS THAT BRING ACTION
CLOSER TO THE OPPORTUNITY.**



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