

CUSTOMER SUCCESS STORY

Gul Ahmed

The Gul Ahmed Group began trading in textiles in the early 20th century. In 1953, the group decided to enter the field of manufacturing under the name Gul Ahmed Textile Mills Limited, and was incorporated as a privately limited company. In 1970, it was listed on the Karachi Stock Exchange. Since then, the company has made rapid progress and, in 2017, had a market capitalization of Rupees 12.7 billion (\$0.12 billion U.S.) and was one of the leading composite textile houses in Pakistan.

Problem Statement

Gul Ahmed realized the need to procure a comprehensive platform where by they could have a holistic view of their daily operations and inventory as well as sales related information in a fashion that could enable key decision makers to take better, well informed decisions.

Solution

Inseyab proposed to meet the above stated requirements by proposing the development of Business Intelligence dashboards for Gul Ahmed that will enable the organization to have a holistic view of the entire organization and also enable them to drill down and identify behaviors and patterns that are helping or deteriorating the business.

The scope of the dashboard spanned over a number of departments in Gul Ahmed including dashboards for sales, marketing, finance, procurement, inventory, human resource, customer relationship management and E-commerce. Furthermore, a forecasting dashboard that predicts future sales was also developed to enable predictive analysis.