exposé
Data Exposed

Case Study

Wine Australia – Bringing Australian Wine to the World

Empowering Australian wine exporters to make informed, data-driven decisions through an interactive export analytics tool

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Problem.

Research is critical for any business when it comes to making strategic decisions, but the ongoing struggle is knowing where to find the right information, having the money to pay for the information and/or finding the time and resources to compile and interpret the information.

Through broad consultation with the Australian grape and wine community, Wine Australia identified a need to provide Australian wine businesses with access to aggregated research so that they can analyse markets based on criteria that are relevant to their business objectives. The most efficient approach was to develop an interactive market tool to help wine business find the answers to common questions or customise the information to their interests.

The key problem to solve was that, when it comes to exporting, there isn't a one-size-fits-all model. Some businesses may want to export to markets where there's a low Australian share of wine consumption while others may want to target markets where they don't have to change their domestic labelling. Wine Australia identified that the tool must give businesses access to reliable and up-to-date data to inform their business strategy and help them identify where to target their efforts.

Solved.

Wine Australia engaged Exposé to design a public-facing export analytics tool with an integrated view of global markets based on key export levers, to assist the user with export decision-making.

Exposé adopted a phased approach to this engagement, including an iterative development process, facilitating input from Wine Australia and other parties from the Australian wine industry. Leveraging collective knowledge of these groups ensured analytics provided by the solution appealed to exporters with no or minimal export experience to established export operations.

Exposé utilised Microsoft's powerful data analytics capabilities to design this web-based, mobile-friendly analytics solution. This process involved designing the solution to extract, transform, consolidate and analyse disparate datasets updated at different time intervals. This data was then modelled according to the identified business needs. Finally, the modelled data was visualised using Power BI and integrated with a web-based front-end using Azure App services to support the user experience developed in conjunction with Wine Australia.

This solution, now known as the **Market Explorer**, showcases the ease of surfacing and manipulating analytical data through a web-based platform while providing a seamless user experience.

Business Benefits.

Wine Australia can now offer exporters self-service access to information on export markets around the world with an easy-to-use, mobile-friendly platform. Some of the other benefits of this engagement included:

- Fewer resources and less time to provide relevant export information in response to customer queries.

- Instant access to up-to-date export-related information to evaluate markets and potential opportunities from any internet-connected device for Wine Australia's customers.

- Use of this tool to educate new exporters or interested parties about potential export opportunities or to conduct general market studies or analyses.

- Identifying information areas which need to be developed further or re-focussed to improve the assessment of potential export markets.

- Identifying opportunities to provide more targeted services or products to support the continued growth of the Australian wine sector.

Business Analysis ● Agile Delivery ● (Azure) Blob Storage ● SQL Database ● Data Factory ● App Service ● Power BI ● Power BI Embedded ● .NET Core ● VUE.JS

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Do you have any additional questions, or want to know more?

We would love to hear from you.

#exposedata

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