



April 1st, 2019, Los Angeles, CA

Los Altos Food Products Inc.

To whom it may concern,

Los Altos Foods is a family business of dairy products committed to the growth of our company, our clients and our employees. With the vision of this growth, we hired London Consulting Group and jointly developed a project in the areas of Commercial Strategy, Sales and Logistics.

A key element of the project was the design, development and implementation of a business intelligence solution (based on Microsoft Power BI), which has become a work platform that allows us to manage and make decisions based on accurate and up-to-date data.

Our IT Team created a data warehouse consolidating information from different tables of our system and the London team helped us to integrate other sources of information and supported us in adopting BI as a culture of change, creating a single truth and visualizations for our directors, managers, supervisors and salesmen.

The main reports and tools help us to make decisions regarding:

Commercial Strategy:

- Product portfolio profitability
- Promotions effectiveness
- Demonstrations effectiveness
- Product pricing

Sales:

- Sales history, fulfillment and projection in dollars and in pounds
- Cross-selling opportunities and execution results
- New customers' sales
- Analysis of product returns
- Salesmen and supervisors' commissions based on new objective-based scheme

Logistics:

- Service level to internal and external clients
- Inventory reliability
- Inventory coverage by products A, B, C (focus with Sales for high-coverage products and with Planning to prioritize production of low-coverage products).

The project methodology with the component of business intelligence has been very successful and we will be expanding the scope of BI to other departments of the company. We strongly recommend working with London Consulting Group for the development of projects using business intelligence platforms.

Corin Andrade
CFO

Alfredo Montenegro
IT Director