



PERAISON

How Tsubaki Australia used data to reduce inventory costs and improve sales performance



Executive Summary

Tsubaki Australia lacked timely visibility of its sales and stock data, making it difficult to manage inventory levels effectively or respond to changes in demand. Peraison built a data pipeline and Qlik Analytics dashboard that gave Finance and Sales leaders the insight they needed — reducing stock levels, improving replenishment strategies and helping grow sales.

The Challenge

Tsubaki Australia distributes industrial components across a broad product range and customer base. Managing inventory effectively requires a clear, up-to-date picture of what is selling, how fast, and what stock is ageing on the shelf. Without timely visibility of sales and inventory data, the business was unable to accurately calibrate stock levels against actual demand — risking both excess inventory that tied up working capital and stockouts that damaged customer service and sales.



Speak To Our Team

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Key issues included:

- No timely, consolidated view of sales and stock levels, making it difficult to identify which products were moving, which were ageing, and where inventory needed to be replenished.
- Core systems did not retain historical sales and stock data, preventing accurate stock age analysis or the calculation of stock turn over time.
- Demand planning relied on incomplete information, making just-in-time replenishment difficult and leading to either excess stock or stockouts.
- Limited analysis of sales history meant it was difficult to understand customer buying patterns, identify at-risk accounts or take targeted action to protect and grow revenue.

Without a reliable data foundation, Finance and Sales leaders were managing inventory and customer relationships reactively rather than proactively — with real costs in excess stock, missed sales and customer attrition.

The Solution

Tsubaki Australia partnered with Peraison to build a data pipeline and Qlik Analytics dashboard, working directly with Finance and Sales leaders to define requirements and deliver a solution that addressed their core operational challenges.

The solution was built around three core elements:

Historical data pipeline

Peraison built a data pipeline that ingested sales and stock information from Tsubaki's core systems into Microsoft SQL Server on a regular basis, capturing and preserving historical changes that the source systems did not retain. This created, for the first time, a reliable historical record of sales volumes and stock positions that could support accurate age analysis and trend reporting.

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Inventory and sales analytics layer

The data model was designed to support the specific metrics Tsubaki needed: stock age reports showing how long inventory had been held, stock turn calculations based on current sales rates, and demand planning analysis that related sales velocity to replenishment requirements. This gave Finance and Sales leaders a clear, structured view of inventory health and sales performance in one place.

Qlik Analytics dashboard

Peraison delivered a Qlik Analytics dashboard tailored to the needs of Finance and Sales leadership, providing:

- Stock age and stock turn views giving Finance a clear picture of inventory health and working capital exposure at any point in time.
- Sales performance analysis with drill-down to product, customer and location level, enabling Sales leaders to identify trends, monitor key accounts and act on emerging demand signals.
- Demand planning views that related sales velocity to current stock levels, supporting just-in-time replenishment decisions and reducing the risk of both overstock and stockouts.

The solution gave Finance and Sales leaders a shared, trusted view of the business — aligning inventory management with actual sales performance for the first time.

The Impact

The solution delivered tangible commercial and operational value for Tsubaki Australia.

Reduced inventory and working capital costs

- With accurate stock age and stock turn data available for the first time, Tsubaki was able to reduce overall stock levels while avoiding stockouts — freeing up working capital and reducing the value of inventory carried on the balance sheet.

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Smarter replenishment and demand planning

Better visibility of sales velocity and stock levels enabled more effective just-in-time replenishment strategies, reducing warehouse costs and the risk of holding excess inventory that was slow to move.

Improved customer retention and sales growth

Analysis of sales history gave the Sales team a clearer understanding of customer buying patterns and demand trends, enabling more targeted retention activity and contributing to increased sales across the customer base.

A reusable data foundation

The data pipeline and SQL Server data layer created a governed historical record of sales and stock data that Tsubaki can build on — extending the analytics capability to new product categories, regions or use cases as the business evolves.

By connecting Tsubaki's sales and stock data in a structured, historical data pipeline and surfacing it through intuitive dashboards, Peraison helped the business move from reactive inventory management to proactive, data-driven decisions — with real impact on costs, customer service and sales performance.

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