

Unlocking Marketing Insight at Scale with Power BI

How Centrica transformed KPI visibility and accelerated decision making with Peraison's analytics expertise



Executive Summary

Centrica wanted to modernise how its marketing teams measured performance across campaigns, business units and markets. Their existing Qlik Sense dashboard was valuable but heavily customised, difficult to maintain and out of step with the organisation's wider move into Microsoft Azure and the Power Platform.

Peraison partnered with Centrica to rebuild the entire reporting capability in Power BI, redesigning the data model, replicating advanced Qlik functionality and enabling secure distribution to more than 100 business users.

The new solution improved KPI visibility, reduced reporting effort and gave teams a clearer understanding of how marketing investment translated into commercial outcomes.

The Challenge

Centrica's marketing function relied on a Qlik Sense dashboard to track performance against key KPIs. It connected market insight data with group-level scorecards and allowed users to drill into individual campaigns. The challenge was that much of the **logic and functionality was bespoke to Qlik**, making it hard to evolve and even harder to integrate into the company's new Azure-first data strategy.

Maintaining multiple BI tools was costly, operationally complex and slowed the pace of change.

Centrica needed:

- A migration path that **protected all existing business logic**
- A consistent, secure reporting layer for **100+** users across business units
- **Replication of advanced Qlik features** such as alternate dimensions, time comparisons and multi-currency views
- A **scalable foundation** aligned with Microsoft Power BI, Azure and the Power Platform

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The Solution

Peraison rebuilt the entire marketing performance report in Power BI, designed specifically for Centrica's target architecture.

Our team delivered:

- A brand-new Power BI data model aligned to **best practice**, consolidating multiple data sources into a single analytical layer
- Nested measures that allowed users to switch currencies, metrics and visual dimensions with a **single click**
- Advanced filtering using data islands to allow full user **self-service** without compromising data integrity
- **Row level security** to ensure each business unit only saw the information relevant to them
- A **like for like migration** of the existing Qlik functionality while removing technical debt



The Impact

The new Power BI reporting suite enabled Centrica to:

- Give more than 100 users fast, secure access to KPIs
- Improve the speed and reliability of reporting
- Reduce dependency on specialist Qlik skills
- Align analytics to the organisation's Azure strategy
- Empower teams to make faster, data-led decisions across campaigns and business units

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