

NEST NEW YORK gains real-time visibility and streamlines reporting with BlueCherry® Business Intelligence



NEST
NEW YORK

Customer background

Founded in New York City, NEST NEW YORK is a premier lifestyle brand offering an extensive line of home fragrances, fine perfumes, and wellness products. With the U.S. as its primary market and a growing international footprint—including Canada, the UK, Mexico, the Middle East, and Australia—NEST sought scalable, agile solutions to meet rising demands across finance, IT, and sales operations.

Challenges

**BEFORE IMPLEMENTING BLUECHERRY BI,
NEST NEW YORK ENCOUNTERED:**



No real-time access to financial and planning data



Heavy reliance on manual Excel exports and email-based reporting



Data fragmentation across EDI, Shopify, BlueCherry ERP, and spreadsheets



Lack of mobile and cross-device accessibility



Inability to track trends or make timely, data-backed decisions

Solution

To overcome these inefficiencies, NEST NEW YORK implemented BlueCherry Business Intelligence integrated with Microsoft Power BI. The goals were clear:

- **Eliminate manual reporting and reduce errors**
- **Provide real-time access to critical data for sales, marketing, and planning teams**
- **Minimize dependency on IT and finance for daily reports**
- **Streamline operations and enhance decision-making with automated analytics**

Implementation process

The rollout followed a structured, cross-departmental approach:

- 1 Needs analysis:** Assessed key reporting pain points across teams
- 2 Data integration:** Centralized fragmented data from various platforms
- 3 System configuration:** Custom dashboards tailored to role-specific KPIs
- 4 Training & onboarding:** Enabled end users through hands-on sessions
- 5 Go-live & support:** Rolled out access with ongoing optimization support

Results

100% automation of financial and operational reporting

Real-time insights accessible via desktop, tablet, and mobile

Elimination of manual exports, reducing risk of human error

Faster decisions supported by current data

Operational relief for IT and finance teams

Deep analytics, including gross margin breakdowns by account, SKU, and category

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With BlueCherry Business Intelligence and Power BI, we have real-time financial and operational visibility without the hassle of manual reporting. Our teams can now focus on selling and strategizing instead of data extraction and formatting.

– **Donna Morgan**, Director IT,
NEST Fragrances

Ready to modernize your reporting and unlock real-time business insights? Request a demo to see how BlueCherry BI can work for you.