

CHANNEL PARTNER PERFORMANCE ANALYTICS AND AUTOMATION DASHBOARDS

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ABSTRACT

The goal of this research is to ascertain the effects of analytics and automated dashboards of performance data from channel partners on the performance of all their channels in a data-driven business environment with specific reference to the lubricant industry. This study employs both descriptive and analytical methodology with secondary data and examines important metrics such as sales volume and growth rate by geographic area and market segment. The findings indicate that performance dashboards that are based on analytics provide timely information for decision making, improve transparent processes and provide efficiency benefits through operational performance. Additionally, an organization's technology adoption and support for their channels has an important moderating effect on how effective the performance dashboards are. The results of this study enhance the existing literature by providing a framework that links analytics-based dashboards into the performance models of channel partners, and also provides strategic guidance on how to improve product distribution strategy.

Keywords

Automation Dashboards, Business Analytics, Channel Partner Performance, Decision-Making, Data Visualization, Power BI

INTRODUCTION

Channel partners are crucial to the distribution of products and market entrance, particularly in the lubricant industry, but many organizations have difficulty evaluating their performance because of disjointed data systems, late reports, and incomplete real-time visibility. The introduction of business intelligence solutions such as Power BI and higher-level Excel analysis have provided organizations with the means to take raw data and produce useful actionable insight from that data. Automation dashboards provide companies an ability to both continually audit their performance metrics and identify trends to create timely and educated choices. This study will assess how Analytics of channel partner performance and automation dashboards influence performance results and will also investigate how data driven performance analytics and dashboards will support better decision making, transparency, and greater operational efficiency for the entire channel network.

OBJECTIVE OF THE STUDY

- To Analyze the effects of performance analytics and automation dashboards on total channel partner results.
- To Investigate how performance analytics enhances decision making among the channel partner network.
- To Assess how automation dashboards increase transparency between the organization and its channel partners.
- To Investigate the role of organizational training and support in developing better use of analytics and automation dashboards.
- To Evaluate how decision-making improvement, increased transparency, and efficiency combined improve the overall performance of channel partners.

NEED OF THE STUDY

The goal of this research is to create a structured method of analysing the performance of channel partners and enabling performance enhancement through the use of analytics and automated dashboards. Currently, there is no cohesive and systematic way to track key performance indicators, like sales volume, contribution to overall sales by segment, or growth trends in a standardised manner on an ongoing basis. This created an inability to generate valuable insights to improve performance. Combining performance analytics and automated dashboards will facilitate the identification of high and low performing areas quickly and allow for

improved data driven decision making through the implementation of performance measurement dashboards that provide support for all types of users.

SCOPE OF THE STUDY

The study focuses on understanding the gaps between what is expected of a business's performance and what is actually being achieved in order to provide insight for decision makers to take action based on data. In addition, it provides a model of how to assess the performance of each channel partner, which enables management to analyze the differences in channel partner performance by State/Segment/Product Category/Partner Classification and provides a complete picture of the performance differences amongst these categories. This research emphasizes how reliable data are used as an indicator of performance and helps enhance the relationship and cooperation between management and channel partners. The availability of reliable and consistent data supports better alignment and interaction among all parties involved. Ultimately, this research establishes a sound foundation for strategy development for the purpose of improving the overall operational effectiveness of a business and the profitability of that business as a whole.

PROBLEM OF THE STUDY

Organizations depend on channel partners for expanding market reach and generating more sales than they could independently achieve – however, with both fragmented data, long reporting lead times, and lack of real-time visibility, it can be difficult for organizations to evaluate how well their channel partners are performing. While many organizations do have access to the data necessary to analyze and report on channel partner performance via analytics, there is not a consensus about how using automated dashboards influences decision-making effectiveness, transparency, and operational efficiency. Additionally, differences in technology adoption and organizational support have a significant impact on how effective these analytics tools are at supporting organizations' channel partner performance evaluation processes.

REVIEW OF LITERATURE

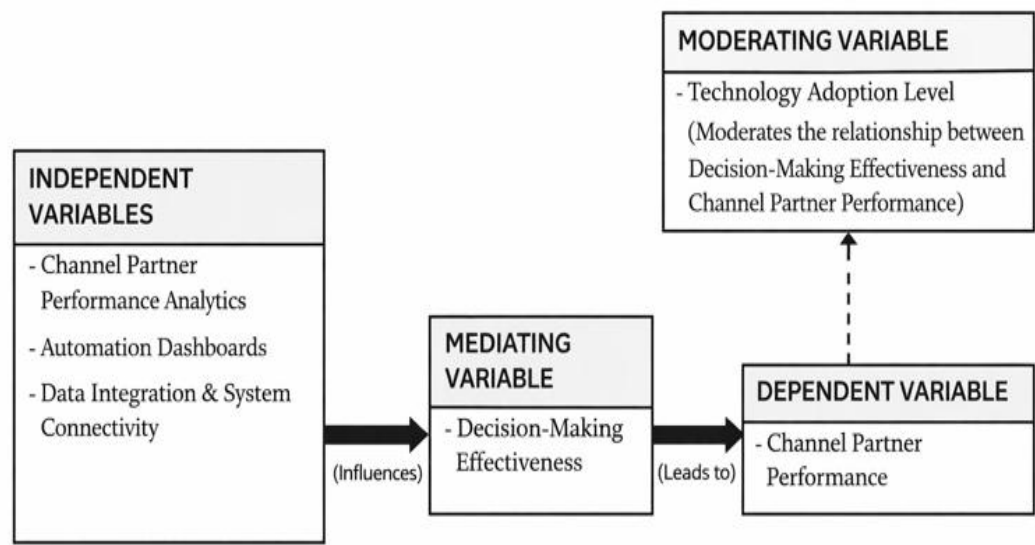
Sultana, R. (2025), The finding is the convergence of AI techniques with cognitive and perceptual design principles, where visual hierarchies, pretensive attributes, and minimalistic layouts are increasingly operationalized within algorithmic generation engines to reduce cognitive load, enhance clarity, and ensure design consistency at scale. **Kiran, V., Majumdar, M., and Kishore, K. (2012)**, identified the mechanisms adopted by the distribution channel of a

company, which generates various conflicts that have a negative impact on the performance of the channel operations, with a focus on the conflict causes. **Beuschel, W. (2008)**, The study found that dashboarding is becoming increasingly important as an option for organizations with high volumes of data. Dashboards visually present very complicated information, allowing managers to monitor their operations efficiently, thus enabling them to make quicker and more accurate decisions. **Hjelle, S., Mikalef, P., Altwaijry, N., & Parida, V. (2024)**, The study that found that the format, currency, and completeness of information indirectly affect decision making quality by reducing the perceived task complexity and enhancing information satisfaction. **Luo, Y., Liu, Y., & Xue, J. (2009)**, The findings concludes that RSI does not directly improve performance but strengthens relational infrastructure through mediating mechanisms. **Jean, R. J. B., Kim, D., & Sinkovics, R. R. (2012)**, The study examined the drivers and performance outcomes of supplier innovation generation within customer–supplier relationships, emphasizing the moderating role of power-dependence. **Kim, D., Chiou, J. S., & Calantone, R. (2018)**, The author found that long-term orientation influences only incremental innovation, whereas radical innovation is driven by electronic integration and proactive customer orientation by joint learning. **Aguirre, E., Mahr, D., De Ruyter, K., Grewal, D., Pelser, J., & Wetzels, M. (2018)**, The findings show that the audience and focus of written reviews significantly affect engagement levels among channel partner sales personnel. **Felipe, C. M., Leidner, D. E., Roldán, J. L., & Leal-Rodríguez, A. L. (2020)**, The findings reveal that organizational agility fully mediates the relationship between IS capabilities and firm performance. **MAMPILLY, D. J., & RAMAN, S. (2025)**, The findings highlight that goal divergence leads to reduced cooperation, unbalanced dependence fosters opportunistic behaviour, and miscommunication exacerbates misunderstandings, collectively diminishing channel satisfaction.

RESEARCH METHODOLOGY

Research methodology refers to the systematic process used to collect, analyse, and interpret data to achieve research objectives. This study adopts a descriptive and analytical research design to examine channel partner performance. The analysis is based on secondary data obtained from internal reports and performance dashboards of a lubricant company, ensuring consistency and reliability of information. For data processing, analysis, and visualization, tools such as Microsoft Excel and Power BI are utilized.

Fig 1: Conceptual Framework



The Performance of channel partners will be impacted by analytics, dashboards for automation and data integration, all of these will improve the visibility and insight associated with these partners and their performance indirectly by increasing the effectiveness of decision making. Improved decision-making will allow for quicker but more accurate actions resulting in better outcomes. Also, the level of technology adoption of partners will modify the impact of these factors, where the greater the level of technology adoption, the greater the effectiveness of the analytics and channel partner performance.

DATA ANALYSIS AND INTERPRETATION

TREND ANALYSIS

Table 1: State wise Overall Growth percentage for the year 2024-2025 and 2025-2026

STATE	FY2425	FY2526	% GROWTH
TAMIL NADU	4,175	4,524	8%
KARNATAKA	3,941	4,212	7%
ANDHRA PRADESH	3,190	3,093	-3%
TELANGANA	2,854	2,981	4%
KERALA	2,129	2,229	5%
PONDICHERRY	698	719	3%

The trend analysis by state has indicated a trend of overall growth for nearly all the states being tracked during the financial year 2024-25 to 2025-26 period. Leading performers were Tamil Nadu at 8% growth and Karnataka at 7% growth. Kerala and Telangana exhibited moderate growth indicating stable performance during this period, while Pondicherry had only a slight positive trend, representing some but very limited continued progress. On the other hand, Andhra Pradesh experienced a decrease of 3% and will require corrective actions to rebound from this situation. Ultimately, the overall trend of growth for the various states can be characterized by strong growth in major regions with the potential for improvement in those areas showing below average growth (underperformance).

SEGMENT-WISE VOLUME GROWTH ANALYSIS

Table 2: Segment Wise Growth percentage for the Years 2024-2025 and 2025-2026

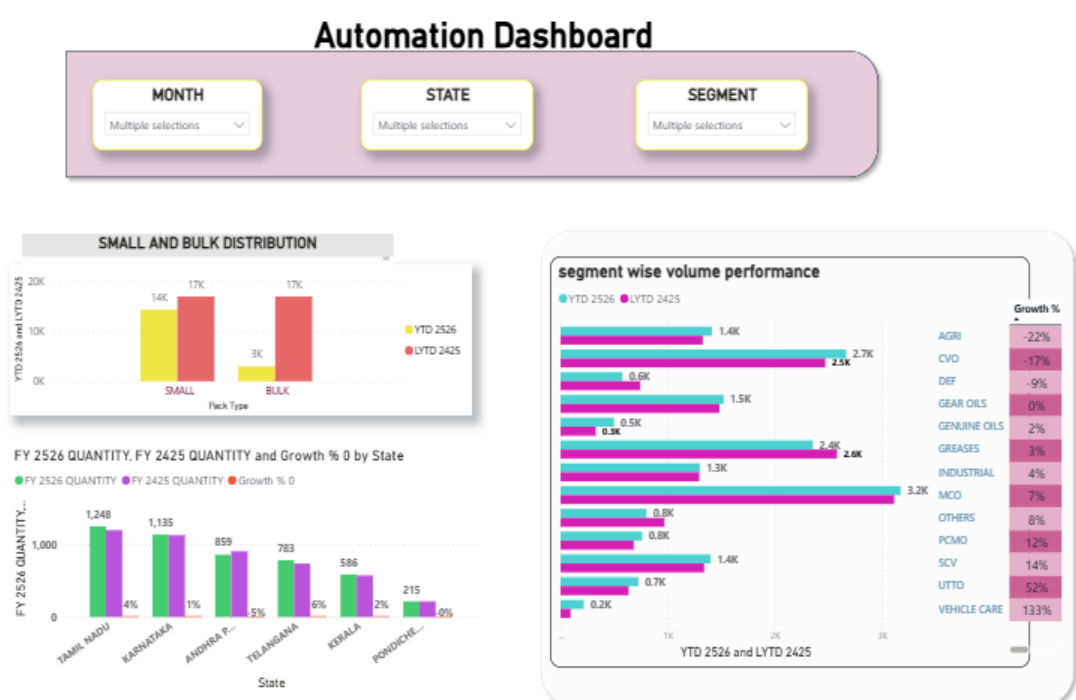
SEGMENT	FY24-25	FY25-26	% GROWTH
AGRI	1,326	1,413	7%
CVO	2,469	2,663	8%
GEAR OILS	1,481	1,520	3%
GREASES	2,579	2,353	-9%
GENUINE OILS	327	497	52%
MCO	3,112	3,171	2%
PCMO	681	760	12%
SCV	1,339	1,399	4%
INDUSTRIAL	1,294	1,298	0%
UTTO	634	724	14%
VEHICLE CARE	93	216	133%
OTHERS	969	801	-17%
DEF	743	577	-22%

The mixed performance of segments across all categories can be seen when comparing their growth between FY 2024-2025 and FY 2025-2026. There was strong performance in the segments of Vehicle Care (133% growth), Genuine Oils (52%), and UTTO 14%, which is indicative of a high level of demand for these segments. CVO, AGRI, and PCMO also showed moderately positive growth overall, improving overall performance for all segments. While Gear Oils, SCV, & MCO had only marginal growth, showing that these segments are stable but will

not grow fast; Industrial segment had no growth at all. By contrast, Greases, Others, and DEF had very significant declines, indicating that corrective strategies focused on improving performance for these underperforming segments need to be implemented.

DASHBOARD AUTOMATION ANALYSIS

Fig 2: Automation Dashboard



The Power BI dashboard has an automatic and interactive method of visualizing the performance of channel partners. Slicers provide month, state and segment data points; users can dynamically select data from multiple views of data to analyze their performance. When selecting slicer filters, all visuals on the dashboard will automatically update based on your selections, improving efficiency when making decisions and increasing transparency within the organization. In all, there is a favourable trend to the channel partner's performance with a number of metrics showing improvement.

FUTURE RESEARCH

It is recommended that companies make their focus on low performing areas by implementing a strategy that is specifically designed to increase performance of channel partners. One way to maximize the data-driven insight provided by analytics tools is for channel partners to increase their use of those tools. Training programs can improve effective usage of analytics dashboards for both the organization and the channel partner. In addition, better real-time integration of data among the organization and its channel partner will improve decision-making accuracy and timeliness. Ultimately, automating dashboards will allow organizations to make

quicker and more accurate decisions, while at the same time improving transparency between the organization and its channel partners.

CONCLUSION

Integrating performance analytics for channel partners and automated dashboards provide a dramatic improvement to overall channel partner performance. The ability to have real-time visibility to critical metrics allows organization to make decisions faster and more accurately. There is also variation in the results by region and segment, indicating that targeted improvement strategies must be developed. The use of automated dashboards leads to greater transparency and efficiency within the channel network, but effectiveness in adopting the systems is related to the level of technology adoption and organizational support. In conclusion, the integration of analytical driven dashboards provides a method for converting raw data into actionable insights, improving performance and sustaining growth.

LIMITATIONS OF THE STUDY

- Based only on secondary data
- Limited to a specific organization
- Does not include primary data from channel partners
- Results may vary across industries

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