Building a Modern Data Estate on Microsoft Fabric: Unlocking Faster Forecasting & Stock Decisions at Edmundson Electrical

Company Details:

Company: Edmundson Electrical

Headquarters: Cheshire (UK)

Area/OU: UK

Industry: Wholesale / Distribution

Organisation Size: 4,000

Size of Opportunity:

- Microsoft Fabric capacity F64 reserved instance (~£4.2k/month) + downstream BI consumption growth (user/report consumption licensing TBC)

Products and Services:

- Microsoft Fabric (F64)
- Power BI

Microsoft Solutions Partner

Customer Background

Edmundson Electrical is a privately held UK electrical wholesaler and distributor, headquartered in Knutsford, Cheshire, with a long trading history.

They supply electrical products to the trade through a large branch network across the UK and is widely described publicly as the UK's largest electrical distributor/wholesaler.

With a renewed push on digital transformation, they want reporting that's faster and more reliable than manual spreadsheets giving leaders the insight they need to forecast demand, optimise stock and manage commercial performance with confidence.

Challenges/Solutions

- Highly decentralised operating model (hundreds of locations operating independently) meant sales/commercial data was fragmented and hard to consolidate into a single view.
- Reporting was manual and slow (spreadsheet-heavy), which reduced confidence and delayed decision-making.
- Leaders couldn't analyse performance at a granular level (product/category, region, time period) to improve forecasting, stock rotation and margin.
- Limited ability to turn day-to-day trading data into predictive insight to respond quickly to market shifts and negotiate more effectively with vendors.

Solutions

- Microsoft-centric- Implementing Phase 1 Data Warehouse on Microsoft Fabric (F64 reserved instance) to centralise sales/commercial data into a governed "single source of truth".
- Using a layered data model (raw → refined → curated) so data can be reused consistently for reporting and future expansion.
- Delivering Power BI dashboards and KPI reporting on top of the curated layer, with follow-on BI build as more users start consuming insights.
- Structured as a multi-phase roadmap (expand into additional functions in phase 2/3), with managed service support to run it as a business-critical platform and a plan to pursue Microsoft funding/incentives alongside adoption.

Outcomes

- Faster, more confident decision-making through trusted, consolidated reporting rather than manual spreadsheet compilation.
- Granular sales and margin insight across locations, regions, categories and time periods supporting better forecasting and smarter buying decisions.
- Improved ability to anticipate demand and optimise stock rotation, reducing cost of slow-moving inventory and improving profitability.
- Stronger commercial leverage through better vendor visibility (e.g., more accurate forecasting of rebate positions and performance).
- A scalable foundation for multi-year expansion: Phase 2 planned next year and Phase 3 the following year, broadening data coverage and departments over time.

Future Plans

- Scale the Microsoft Fabric platform beyond phase 1 sales/commercial reporting into additional functions in phase 2/3, growing Power BI consumption and Fabric capacity usage as more data, users and workloads are onboarded.
- Align the roadmap to Microsoft funding opportunities and future AI scenarios once data is consolidated and governed.