

PORTFOLIO STORY · AIRTABLE OPERATIONS PROTOTYPE

Airtable Business OS blueprint and operational demonstrator

A relational Business OS demonstrator connects orders, inventory, customers, purchasing and reporting, translating complex operations into an actionable implementation blueprint for Airtable.

PROJECT TYPE

**Airtable operations
prototype**

INDUSTRY

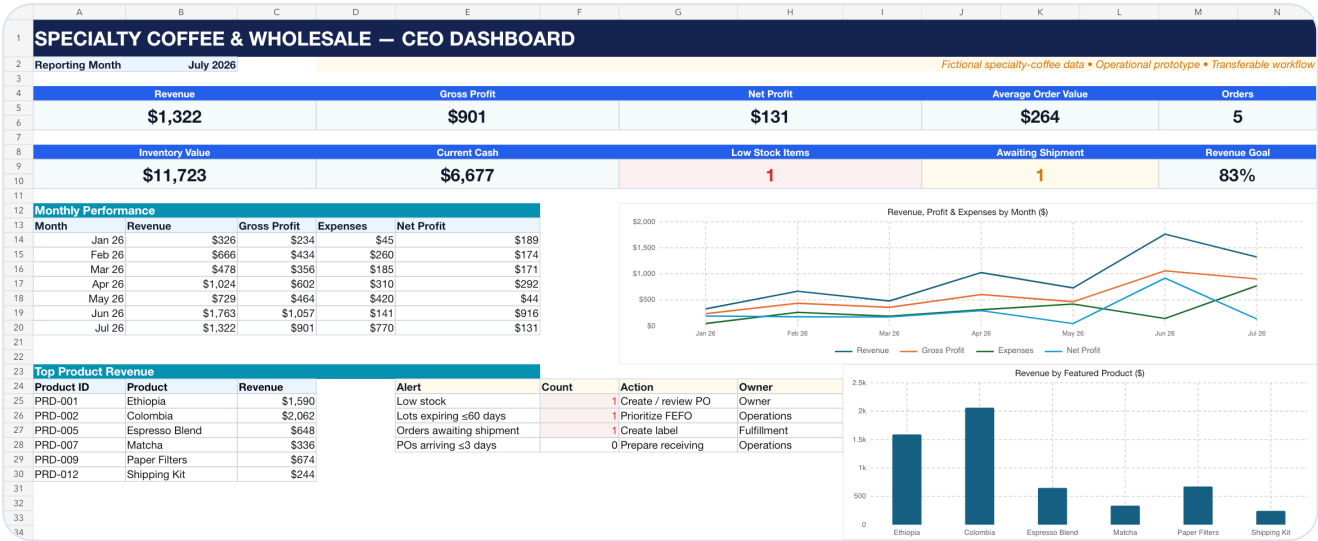
**Operations, inventory
and CRM**

UPDATED

2026-07-23

Software · AI · Prototyping

PRODUCT INSIGHT



At a glance

Services

Process and data modelling

Relational system architecture

Dashboard and workflow prototyping

Automation and acceptance planning

Technologies

Airtable

Microsoft Excel

JavaScript

Python

SUMMARY

A relational Business OS demonstrator connects orders, inventory, customers, purchasing and reporting, translating complex operations into an actionable implementation blueprint for Airtable.

SELECTED VIEWS

Orders										
Order ID	Order Date	Customer ID	Status	Payment Method	Price Tier	Shipping Status	Tracking Number	Revenue	COGS	Gross Profit
ORD-2602-001	2026-01-11 CUS-001	Completed	* Zelle	* Retail	Delivered	USPS-2602001	\$205.00	\$20.00	\$224.40	
ORD-2602-001	2026-02-08 CUS-003	Completed	* Venmo	* VIP	Delivered	USPS-2602001	\$228.00	\$84.40	\$133.60	
ORD-2602-002	2026-02-21 CUS-005	Completed	* Zelle	* VIP	Delivered	USPS-2602002	\$426.00	\$137.40	\$288.60	
ORD-2602-001	2026-03-24 CUS-002	Completed	* Cash App	* Retail	Delivered	USPS-2603001	\$242.00	\$66.10	\$172.90	
ORD-2602-002	2026-03-19 CUS-007	Completed	* Cash	* Vendor	Delivered	LOCAL-2603002	\$296.00	\$62.80	\$183.20	
ORD-2604-001	2026-04-05 CUS-008	Completed	* Venmo	* Retail	Delivered	USPS-2604001	\$214.00	\$61.00	\$153.00	
ORD-2604-002	2026-04-24 CUS-009	Completed	* Zelle	* Wholesale	Delivered	USPS-2604002	\$810.00	\$361.00	\$449.00	
ORD-2605-001	2026-05-02 CUS-005	Completed	* Zelle	* VIP	Delivered	USPS-2605001	\$366.00	\$132.00	\$236.00	
ORD-2605-002	2026-05-17 CUS-004	Completed	* Apple Cash	* Retail	Delivered	USPS-2605002	\$180.00	\$63.60	\$116.40	
ORD-2605-003	2026-05-29 CUS-010	Completed	* Apple Cash	* Retail	Delivered	USPS-2605003	\$181.00	\$79.50	\$101.50	
ORD-2606-001	2026-06-05 CUS-001	Completed	* Zelle	* Gold	Delivered	USPS-2606001	\$465.00	\$146.00	\$323.50	
ORD-2606-002	2026-06-12 CUS-003	Completed	* Venmo	* VIP	Delivered	USPS-2606002	\$280.00	\$116.00	\$164.00	
ORD-2606-003	2026-06-25 CUS-009	Completed	* Zelle	* Wholesale	Delivered	USPS-2606003	\$1,020.00	\$429.60	\$590.40	
ORD-2607-001	2026-07-03 CUS-005	Completed	* Zelle	* VIP	Delivered	USPS-2607001	\$366.00	\$134.00	\$234.00	
ORD-2607-002	2026-07-08 CUS-006	Completed	* Cash App	* Retail	Delivered	USPS-2607002	\$178.00	\$68.40	\$119.60	
ORD-2607-003	2026-07-12 CUS-002	Completed	* Cash App	* Silver	Delivered	USPS-2607003	\$236.00	\$71.60	\$164.40	
ORD-2607-004	2026-07-18 CUS-007	Processing	* Cash	* Vendor	Packing		\$296.00	\$106.20	\$288.80	
ORD-2607-005	2026-07-21 CUS-004	Awaiting Shipment	* Apple Cash	* Bronze	Awaiting Label		\$144.00	\$51.00	\$88.80	

Orders with calculated results

Synthetic order structure with status, price tier, revenue, cost and gross profit

Inventory Lots										
Lot-level stock, expiry, landed cost, and storage. FEFO-ready and fully auditable through the transaction ledger.										
Lot ID	Product ID	Lot Number	Received Date	Expiration Date	Qty Received	Qty Available	Unit Landed Cost	Inventory Value	Lot Status	Storage Location
LOT-001	PRD-001	ETH-2604-A	2026-04-12	2027-04-30	55	48	\$43.00	\$2,064.00 Available	Roostery Rack A1	
LOT-002	PRD-001	ETH-2006-B	2026-06-16	2027-06-30	40	35	\$44.00	\$1,540.00 Available	Roostery Rack A1	
LOT-003	PRD-002	COL-2605-A	2026-05-05	2027-05-31	75	49	\$33.00	\$1,617.00 Available	Roostery Rack A1	
LOT-004	PRD-003	KCH-2604-A	2026-04-20	2027-03-31	55	33	\$28.00	\$957.00 Available	Roostery Rack A2	
LOT-005	PRD-004	GLK-2605-A	2026-05-14	2027-05-31	30	31	\$31.00	\$961.00 Available	Roostery Rack A2	
LOT-006	PRD-005	ESP-2603-A	2026-03-22	2026-09-15	28	22	\$46.00	\$1,012.00 Expiring Soon	Roostery Rack B1	
LOT-007	PRD-006	CHP-2604-A	2026-04-28	2027-04-30	30	27	\$39.00	\$1,020.00 Available	Chilled Storage B1	
LOT-008	PRD-007	MAT-2605-A	2026-05-30	2027-05-31	45	40	\$24.00	\$960.00 Available	Dry Storage B2	
LOT-009	PRD-008	CHP-2605-A	2026-05-30	2027-05-31	30	27	\$28.00	\$756.00 Available	Chilled Storage B2	
LOT-010	PRD-009	FL-2606-A	2026-06-02	2026-06-30	120	69	\$2.80	\$193.20 Available	Supply Shelf C1	
LOT-011	PRD-010	BAG-2606-A	2026-06-02	2026-06-30	90	80	\$2.40	\$192.00 Available	Supply Shelf C2	
LOT-012	PRD-011	LD-2606-A	2026-06-02	2026-06-30	75	70	\$1.50	\$105.00 Available	Supply Shelf C2	
LOT-013	PRD-012	SK-2606-A	2026-06-10	2031-06-30	130	101	\$3.10	\$313.10 Available	Packing Zone D1	

Lot-based inventory

Fictional lots with receipt, expiry, available stock, cost and location

A relational Business OS demonstrator connects orders, inventory, customers, purchasing and reporting, translating complex operations into an actionable implementation blueprint for Airtable.

Problem

Orders, products, inventory lots, customers, suppliers, purchasing and management reporting are closely connected. When these areas are maintained as separate lists, teams repeat data entry, calculations lose a clear source and stock changes become difficult to explain.

The starting blueprint described a broad target system. Before configuring Airtable, the operating model needed to be translated into a coherent structure that could make relationships, calculations, workflows and acceptance criteria visible together.

Concept

The solution uses a neutral operational demonstrator to make the target model tangible. Master data, transactions and reporting are separated into connected entities, while an Airtable build map describes how the structure can be implemented with linked records, rollups and formulas.

This creates one place to review the data architecture, question business rules and prepare the later implementation without exposing real company data.

How it works

Products, inventory lots, inventory movements, customers, orders, order items, suppliers, purchase orders, expenses, cash flow and goals are modelled as separate but connected areas.

Orders and line items are separated so one order can contain multiple products and quantities. Price and cost snapshots preserve the transaction context. Inventory lots hold receipt date, expiry, available quantity, landed cost, value and location. A movement ledger links stock changes to an operational reason.

A CEO dashboard summarises fictional monthly performance, inventory value, cash, goal progress and operational alerts. The build map translates the model into Airtable field types, links, rollups and formulas. An automation specification and a written evaluation guide define future workflows and acceptance scenarios.

viewXstudio's role

viewXstudio analysed the operational blueprint, designed the relational architecture and created the anonymised demonstration workbook. The work also included formula and dashboard logic, the Airtable build map, automation and interface specifications, and a structured evaluation and test guide.

Key product views

Anonymised CEO dashboard - Fictional KPIs, trends and operational alerts in one view

Orders with calculated results - Synthetic order structure with status, price tier, revenue, cost and gross profit

Lot-based inventory - Fictional lots with receipt, expiry, available stock, cost and location

Technologies

Airtable is the target platform for the operating system. Microsoft Excel provides the interactive data demonstrator, JavaScript generates its structure and calculations, and Python supports the documented evaluation workflow.

Value

The demonstrator turns a broad operational concept into a system that can be reviewed in context. Data relationships, calculation sources, status logic and planned automations can be discussed against concrete fictional records. The result provides a structured foundation for implementation planning, testing and written handover.

Outlook

The next stage would be to validate the final fields and import sources, then configure the Airtable base with linked records, rollups, formulas, interfaces and guarded automations. The documented scenarios can then be tested with realistic data, roles, devices and operating conditions.

viewXstudio

CONTACT

Turning ideas into clear, tangible products.

viewXstudio is the creator and point of contact for the software, AI and prototyping work presented in this portfolio story.

Project enquiries via the official viewXstudio channels.