Data Analysis and Process Improvement at Simplifica

This presentation outlines the comprehensive data analysis and process improvement project conducted for Simplifica, a growing company. The project focused on implementing business intelligence solutions, optimizing data flow, and enhancing sales metrics tracking.

Despite facing challenges with change management, the project delivered significant improvements in data organization and process efficiency using the DMAIC methodology. We'll explore the approach, implementation, and outcomes of this strategic consulting engagement.

por Pedro Ferreira

Project Scope and Planning

Historical Data Analysis

Identified poorly managed metrics and processes, including lack of structure in sales tracking and data management

Strategic Planning

Developed solutions to improve organization and process optimization, including implementation of Business Intelligence systems

Data Flow Organization

Structured a data traffic system from lead generation to performance reporting

Team Management

Supported team organization, task management in Trello, and lead definition processes

DMAIC Methodology Implementation

Define

Identified key problems including lack of sales data control and absence of BI systems. Established project boundaries and expected outcomes for Simplifica's process improvement.

Measure

Collected historical data and performance metrics to understand the current situation and critical points that needed attention. Established baseline measurements for future comparison.

Analyze

Conducted detailed analysis of sales and traffic metrics, identifying process failures and inefficiencies in data management that were impacting business performance.

Improve

Implemented solutions to enhance data structure and team communication. Introduced BI systems and provided training on using these new analytical tools.

Control

Proposed a monitoring plan to ensure long-term sustainability of improvements, with periodic adjustments based on company evolution.

Practical Implementation

Audiovisual Materials

Created, edited, and recorded videos used in company campaigns, including development of creative video content to communicate proposed changes effectively.

Used Davinci software and iPhone 15 Pro for high-quality video production that aligned with brand messaging and strategic goals.

BI Solutions

Introduced a basic BI system for analyzing sales and traffic metrics, which was previously non-existent in the company's operations.

Integrated tools like Google Data Studio and performed manual data analysis to identify improvement gaps and opportunities for better decision-making.

Performance Analysis

Provided improvement suggestions for internal processes and sales funnel structuring based on data insights.

Conducted detailed analysis of paid advertising metrics, revealing that the company was wasting financial resources on campaigns without proper monitoring.

Technologies Utilized

📊 **Meta Ads & Data Studio**

Used for data visualization, analysis, and traffic monitoring to provide actionable insights for decision-making
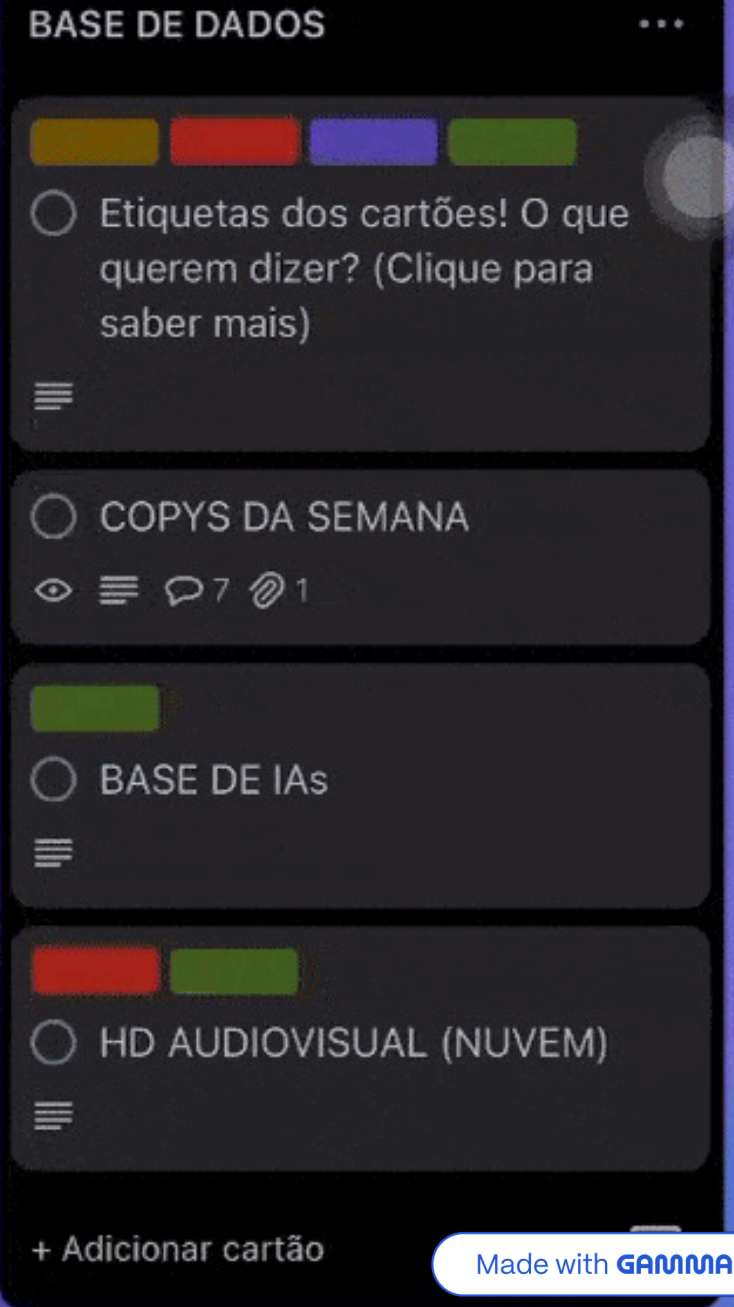
Trello

Implemented for task organization and management, improving team coordination and project tracking

📹 **Davinci & iPhone 15 Pro**

Utilized for high-quality video editing and recording of marketing materials and educational content

⊞ **Excel/Google Sheets**

Applied for detailed data analysis, reporting, and creating accessible dashboards for team use

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Challenges Faced

Resistance to Change

Team showed reluctance to adopt new methodologies and data-driven approaches

Lack of Understanding

Limited recognition of the value of data analysis as an improvement tool

Inflexibility

Management's limited flexibility in accepting proposed changes

Misaligned Expectations

Disconnect between delivered value and stakeholder perception

Despite these challenges, the work was performed with dedication and professionalism, focusing on delivering tangible improvements to Simplifica's operations.

Key Achievements

Strategic Impact

Highlighted growth opportunities through data

Process Optimization

Improved data flow and analysis capabilities

System Implementation

Established BI foundation for decision-making

Team Organization

Enhanced task management and communication

The implemented improvements were fundamental in highlighting data management flaws and helping the company identify growth opportunities. The project established a foundation for more data-driven decision-making and operational efficiency.

Conclusion and Future Recommendations

Continue BI Development

Further develop the Business Intelligence system to include more advanced analytics and predictive capabilities for proactive decision-making.

Enhance Data Culture

Foster a data-driven culture through regular training and by demonstrating the value of analytics in achieving business objectives.

Optimize Ad Spending

Implement stricter monitoring of advertising campaigns to ensure ROI and eliminate wasteful spending identified during the analysis.

Formalize Processes

Document and standardize the improved processes to ensure consistency and facilitate onboarding of new team members.

Despite the challenges encountered, this project delivered valuable insights and structural improvements to Simplifica. By continuing to implement the recommended data solutions and organizational strategies, the company has the potential to overcome its current limitations and achieve sustainable growth.

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