# DAT 223 Module Four Assignment Email

## To: Fast and Fun Tubing (supervisor@[client problem].net)

**From:** Andrea Jackson

**Date:** 02/04/2024

**Subject:** Plans for Gathering Data

Hello,

As you requested, I have outlined a plan for gathering data in order to address your organizational problem. Please see below for more information:

## Fast and Fun Tubing

The parking area slope has caused an unsafe customer experience due to water collection and seasonal freezing leading to adverse legal expenses this past fiscal year. The decrease in liquidity of assets has resulted in modification of operational hours and insight on the best data-driven decision to correct issues needed in the form of either correcting slope, advanced surface drainage, leveling of parking lot or combination of the above options.

**Types of Data**

* With the preliminary outline completed, prescriptive analysis is required in the form of both

quantitative and qualitative data. Focus being on cost, financial and customer-centric analysis. Based on the following plan of gathering data financials are readily available with cost and customer-centric data requiring procurement.

**Plan for Gathering Data**

* Questionnaires would be required for the consults with engineers in order to get consistent data

required to analyze which option in regard to parking lot issues would be best for business. Due to the

financial obligation that can result from project management of this scope, new data gathering in the

form of quotes and business reliability research will allow analysis with the focus on cost effectiveness

with no limitations on access.

* Surveys would be completed online, optimized for mobile completion using data demographics

on current as well as previous customers to address customer loyalty and insight on perspective to

current business modeling. This latest information and method to obtain will allow for confidentially

collected information thereby allowing a diverse range of perspectives. It will be imperative to

emphasize a large data pool in order to remove bias and variation in samples. In order to deliver that it is

also recommended to complete additional surveys through mail forms to the surrounding communities

to gauge the ramifications that legal woes have had on customer reputation. With this dataobtained

interval measurement would be completed in no contrived settings.

* Focus groups of employees and management in order to cost effectively obtain insight from

those both directly impacted by the current business limitations and firsthand knowledge of customer

services. Stratified and systematic sampling would be encouraged to both allow for proportionate numbers and randomly selected participants. Due to the internal nature of this data gathering confidentiality and privacy should remain the concentration to allow for the free expression of ideas and information without concern of employment ramifications.

* Considering the size of the business and access to sensitive financial information, spreadsheet

data gathering would be required on readily available data through the accounting department. Review

of weekly attendance/revenue using quantitative questioning to compare cost of daily operations in

comparison to sales before and after settlements. Insurance liability and settlement details to evaluate

the severity of the current liquidity issues.

**Tools, Techniques, and Methods for Analysis**

* Construction quotes and market research for price and strategic testing.
* Exploratory research using focus groups.
* Descriptive study through surveys collecting data on the business Fast and Fun Tubing brand after legal woes to view the correlation between brand power and deficiencies. Using NVivo for survey responses received and MySQL to scrub online resources such as Facebook and Twitter to analyze previous points of view expressed through social media.
* Financial analysis through Excel spreadsheets using quantitative discrete data. Completion of the visuals would be done through Tableau in order to interact with the dashboard to develop and correlate as additional data comes in from the other data types presented previously in email.

**Rationale**

* The in-depth data analysis outlined to address Fast and Fun Tubing organizational issues will

allow for greater insight into objective markets and enhance decision-making targeted strategies. Aligning with the business problem while improving functional efficiency and minimizing risk of implications of legal despondency. Meeting both present situational needs and forecast of initiative-taking outcomes.

Please reach out with any questions.

Thank you,

Andrea Plunkett Jackson

**Consultant**

Attachments (if any)