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Final-Term

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Introduction

"Greenify," is a made-up business that operates in the field of renewable energy. The company Greenify was founded in 2022 by a group of environmentalists who were passionate about reducing carbon emissions and promoting sustainability. The company is currently operating in the United States, and San Francisco, California serves as its corporate headquarters. The major objective of Greenify is to provide residential and commercial clients with affordable, sustainable energy solutions. The company wants to diminish reliance on fossil fuels and lessen its carbon footprint by promoting the use of renewable energy sources like solar, wind, and hydro power. Additionally, Greenify wants to expand its business operations into additional countries and regions to increase the availability and affordability of renewable energy.

Part 0. Business to be used as "Greenify," Provide some context objectives, main business model.

0.A Hypothetical Case Business.

- Context: Our case company, "Greenify," is a made-up organization that works in the renewable energy sector. A group of environmentalists with a passion for lowering carbon emissions and advancing sustainability created the firm Greenify in 2022. The business is currently active in the United States and has its headquarters in San Francisco, California.

- A hypothetical company called "Greenify" might promote ecologically friendly procedures and goods. Greenify's primary goal is to persuade people and companies to embrace more environmentally friendly practices and goods in order to lessen their negative effects on the environment.

- Goals: Greenify's main goal is to offer residential and commercial customers inexpensive, sustainable energy solutions. By encouraging the use of renewable energy sources like solar, wind, and hydro power, the corporation hopes to lessen dependency on fossil fuels and reduce its carbon impact. Additionally, Greenify wants to broaden its business operations into other nations and regions in order to make renewable energy more widely available and reasonably priced.

- Main Business Model: Solar panels, wind turbines, and hydropower generators are just a few examples of the renewable energy solutions that

Greenify sells and installs. Based on each customer's unique energy requirements and spending capacity, the company provides tailored energy solutions for both residential and commercial clients. In order to ensure the durability and dependability of its products, Greenify further offers maintenance and repair services for its systems. The business makes money by selling its renewable energy systems and charging for ongoing maintenance and service agreements.

- Greenify may make money by selling its goods and services, as well as through alliances and joint ventures with other businesses and groups involved in sustainability. The business can also look into the prospect of providing subscription-based services, like a monthly box of eco-friendly goods.

- Overall, Greenify would work to promote greater awareness and knowledge of environmental challenges while also making sustainability more accessible and affordable to people and businesses.

0.B Cannvas Format

Key Associates:

- solar panel producers

- makers of wind turbines

- manufacturers of hydroelectric generators

- providers of energy storage solutions

- state and local regulatory agencies

Primary Activities:

- System sales and marketing for renewable energy

- placing renewable energy systems in place

- repairing and maintaining renewable energy installations

- New renewable energy technology research and development

Important Sources

- Workforce with skills for sales, installations, and maintenance

- knowledge of technology for renewable energy sources

- resources for funding research, development, and expansion

Value Offerings:

- inexpensive and sustainable energy options

- tailored energy solutions depending on client requirements

- Service and longevity for renewable energy systems.

Consumer Groups:

- Residential clients

- customers for businesses

Channels:

- Online marketing and sales

- Localized selling and advertising

- Using referrals

- collaboration with regional builders and architects.

Cost Organization:

- Manufacturing and purchasing costs comprise the cost structure.

- Costs of sales and marketing

- Costs of installation

- Costs of upkeep and repairs

- The price of research and development

- expense of administration

- Sales of renewable energy systems are one source of income.

- Contracts for ongoing services and maintenance costs.

Part 1 Business problem/opportunity to solve using data-driven methodology?

- Understanding and maximizing the environmental effect of its products and services throughout their lifecycle is one potential business issue that Greenify might solve using a data-driven technique. This might entail performing a life cycle assessment (LCA) on the goods and services provided by Greenify, which would examine the effects they have on the environment from the extraction of raw materials to disposal or recycling.

- Greenify was able to pinpoint areas where it might lessen the environmental impact of its goods and services by using data from the LCA, such as by procuring materials from more environmentally friendly vendors or switching

to more energy-efficient manufacturing techniques. Given that people are becoming more interested in learning about how their purchases affect the environment, this information might also be used to inform marketing and sales initiatives.

- Analyzing consumer behavior and preferences would be another chance for Greenify to apply data-driven techniques. Greenify should better cater its products and services to its target market by obtaining information on consumer behaviors and attitudes toward sustainability. Analyzing data from online surveys, social media interaction, and consumer evaluations, among other sources, may be necessary for this.

- Data analysis might also be used by Greenify to analyze and assess its own environmental performance over time. Greenify should consistently enhance its sustainability practices and show its commitment to environmental responsibility to customers and stakeholders by creating measurable goals and routinely monitoring progress toward those goals.

- Overall, Greenify would work to promote greater awareness and knowledge of environmental challenges while also making sustainability more accessible and affordable to people and businesses.

1.A - Quantitative

- The optimization of Greenify's sales and marketing strategy represents a potential business problem or opportunity that may be addressed using data-driven approach in the light of the business context given in the preceding question. Data might be used by the business to enhance client acquisition and retention, which would raise sales and market share.

- Quantitative metrics include an increase in the number of new customers added each month, a higher customer retention rate, higher customer revenue per customer, and an increase in market share.

1.B - *Direct or indirect improvement/monetization*

- Direct Improvement/Monetization: Greenify may boost client acquisition and retention directly by enhancing its sales and marketing approach, which would lead to more revenue and market share. This could be accomplished by utilizing data to pinpoint the most efficient pricing and marketing techniques, as well as by creating tailored marketing campaigns based on consumer behavior and preferences.

- Indirect Improvement/Monetization: Boosting sales and marketing efforts may also indirectly enhance customer happiness and operational effectiveness in the company. For instance, Greenify could lower customer acquisition costs and boost profit margins by finding new clients more effectively. By keeping clients, the business may boost customer loyalty and lifetime value, which would lead to positive word-of-mouth and recommendations.

Overall, by using data-driven methodology to optimize Greenify's sales and marketing strategy, monetization opportunities could be created that include increased revenue, market share, operational efficiency, and customer satisfaction.

Part 2. Describe what data do I need to answer previous questions.

➢ Environmental impact: Information on the materials used in production, energy consumption, greenhouse gas emissions, water use, and waste generated during the product's lifecycle is required in order to complete a life cycle evaluation of Greenify's goods and services. Numerous sources, including corporate documents, supplier data, and industry benchmarks, may provide this information.

➢ Consumer behavior and preferences: Information on characteristics like demographics, spending patterns, attitudes toward sustainability, and product reviews are necessary to study consumer behavior and preferences. Online surveys, client feedback, social media interaction, and other sources could all be used to collect this information.

➢ Sales and marketing: Information on measures like website traffic, conversion rates, customer acquisition costs, and revenue by product/service is needed to track sales and marketing performance. Many other sources, like Google Analytics, social media networks, and sales records, may yield this information.

➢ Environmental performance tracking: Information on important performance indicators, such as energy consumption, greenhouse gas emissions, waste reduction, and water usage, is required to monitor and track Greenify's own environmental performance over time. Internal records, independent audits, and sustainable reporting frameworks like the Global Reporting Initiative (GRI) or the sustainable Accounting Standards Board (SASB) can all be used to collect this information.

2.A - *Type of Data*

The following types of data would be required in order to use data-driven methods to optimize Greenify's sales and marketing strategy:

- Customer data includes demographics, activity trends, purchasing history, and comments from clients.
- Sales information: revenue, sales channels, and pricing data
- Marketing information: analytics for lead generation, website traffic and interaction, social media engagement, and advertising effectiveness metrics
- Operational information includes installation and upkeep information, service requests and response times, cost of goods sold information, and inventory information.
- Competitive information: market share, cost details, and client feedback.

2.B - *Sources of Data:*

- Website analytics tools, Greenify's CRM system, finance systems, and operational systems are internal data sources.
- External data sources include consumer review websites, market research reports, social media platforms, and third-party data suppliers.

2.C *Mechanisms, Resources, and IT Needs:*

- Mechanisms: Tools for data analysis, data visualization, and data gathering and storage
- Internal systems at Greenify as well as outside data suppliers
- IT prerequisites Database management systems, software for data analytics, software for data visualization, and guidelines for data governance.

2.D Periodicity:

- Impact on the environment: Data collection for environmental impact is often ongoing, with periodic evaluations carried out at regular intervals (e.g., every 1-3 years) to track progress and identify areas for improvement. Some environmental statistics, like how much energy is used or how much trash is produced, may be gathered on a daily or weekly basis.

- Consumer behavior and preferences: Data collection for consumer behavior and preferences may be ongoing, with information acquired through a number of methods including online surveys, participation in social media, and client feedback. Periodicity could vary from daily (for example, social media engagement metrics) to monthly or quarterly (for example, customer satisfaction surveys), depending on the sort of data being gathered.

- Sales and marketing: Data for sales and marketing performance may be collected continuously, with information coming from sources including website analytics and sales records. Periodicity may be daily (for example, website traffic) or monthly or quarterly (for example, sales income).

- Environmental performance tracking: Data collection for this type of monitoring is often ongoing, with periodic evaluations being carried out on a regular basis to monitor advancements made toward sustainability objectives. The frequency of these evaluations could range from quarterly to annually, depending on the precise goals and targets being followed.

- The frequency of data gathering and analysis for Greenify would ultimately rely on the particular requirements of the company and the data being collected. To guarantee that data is gathered and evaluated consistently

throughout time, it is crucial to develop defined data collection and analysis methods.

- To ensure that the sales and marketing plan is optimized based on the most recent data and trends, the data would need to be collected, evaluated, and updated on a continuous basis with periodic updates and reviews.

2.E Responsibilities and Roles:

- Involved in gathering and analyzing the data would be the following roles and responsibilities:
- Data analysts are in charge of gathering and analyzing data, producing insights, and formulating recommendations using that data.
- Marketing Manager: accountable for creating and managing marketing initiatives, offering data analyst insights and comments, and putting data-driven suggestions into practice.
- Sales Manager: accountable for overseeing the sales staff, giving the data analyst comments and insights, and putting data-driven recommendations into practice.

- Managing the IT infrastructure and systems necessary for data gathering, storage, analysis, and visualization falls within the purview of the IT manager.

Part 3. Data Analysed in Greenify.

➢ In order to obtain knowledge and make wise decisions, Greenify would go through a number of processes in the data analysis process. Here is a general description of Greenify's data analysis procedure:

● Data Collection: Greenify would gather information about customers, energy usage, sales, and maintenance records from a variety of sources. Online platforms, surveys, monitoring tools, and customer contacts could all be used to collect this information.

● Data Cleaning and Preparation: In order to guarantee the accuracy, consistency, and dependability of the obtained data, cleaning and preparation procedures will be used. This stage entails eliminating any redundant or unrelated data.

● Exploratory Data Analysis (EDA): To comprehend the data's patterns, trends, and linkages, EDA involves exploring and visualizing the data. Data mining, data visualization, and statistical analysis are some of the approaches that Greenify would use to find insights and pinpoint potential improvement areas.

● Greenify may use statistical techniques to examine the data in more detail. Regression analysis may be used to determine the variables affecting energy use.

- Utilizing predictive modeling methods, Greenify can anticipate energy demand, project revenue, and evaluate the effects of alternative interventions.

- Performance Monitoring: Using real-time data, Greenify would continuously assess the efficiency of its services and systems for producing renewable energy.

- Data-driven Decision Making: In order to improve client experiences, extend their renewable energy products, and optimize business operations, Greenify would make data-driven decisions based on the insights gathered from the data analysis.

Note : In order to derive important insights and promote sustainable business growth, Greenify would use a thorough approach to data analysis, combining descriptive, exploratory, and predictive analytics methodologies.

3.A Comparison Analysis Type.

Compare Android Market stats:
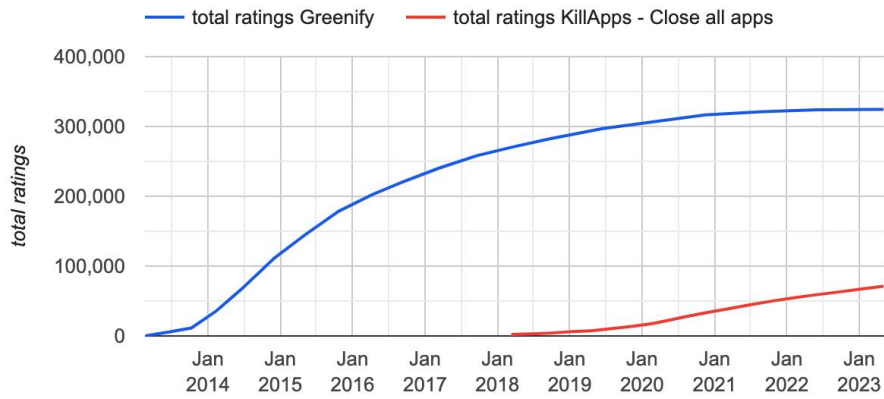### Greenify vs. KillApps - Close all apps

Is Greenify growing faster than KillApps - Close all apps?. See android market data for Greenify and KillApps - Close all apps, compare our statistics from Google Play. See android market current data and history. Compare popularity, performance, average rating, downloads and market lead percentage on the market. Last update on 2023-05-05.

Title:	Greenify		*Title:*	KillApps - Close all apps
Developer:	Oasis Feng		*Developer:*	APPDEV QUEBEC
Category:	Tools		*Category:*	Tools
Price:	Free		*Price:*	Free
Installs:	10.0 M		*Installs:*	5.0 M
Total ratings:	324,540		*Total ratings:*	71,137
Average rating:	4.19		*Average rating:*	4.42
Growth (30 days):	0.0%		*Growth (30 days):*	1.74%
Growth (60 days):	0.0%		*Growth (60 days):*	3.25%
Country Rankings:			*Country Rankings:*	

Total number of ratings
Greenify vs KillApps - Close all apps
Total number of active users rated for the application.

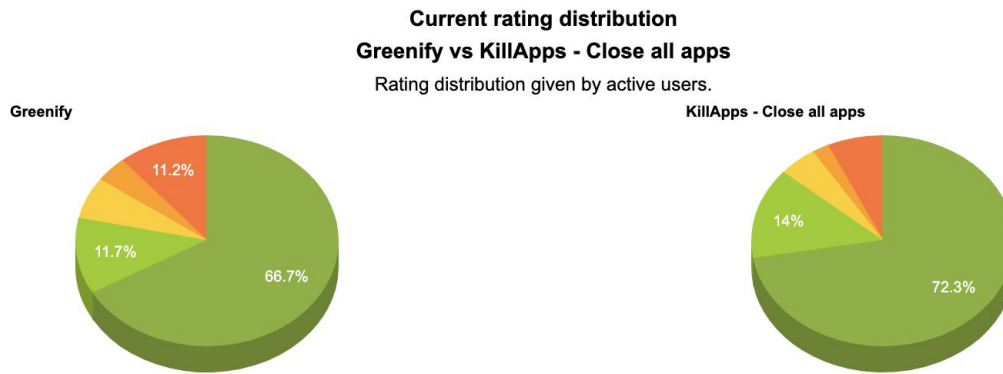Total number of active users rated for the application.

Average rating
Greenify vs KillApps - Close all apps
Average rating value on Google Play. Given by active users of the application.

Current rating distribution
Greenify vs KillApps - Close all apps
Rating distribution given by active users.

Greenify

KillApps - Close all apps
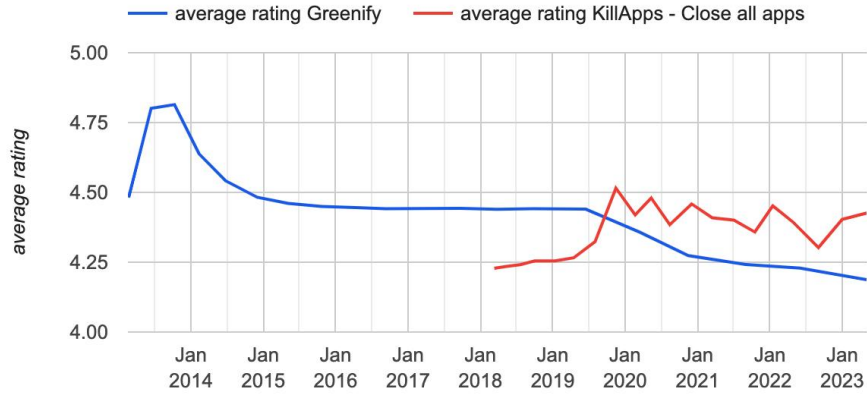
- Oasis Feng's Greenify, an Android application, is categorized as a tool. Greenify has received more than 10,000,000 installs, according to Google Play. With 324,540 ratings as of right now, Greenify has an average rating of 4.19. The current percentage of ratings received in the past 30 and 60 days is 0.0% and 0.0%, respectively. Currently ranked #3425 in the market based on ratings is Greenify. The table below contains an example of Greenify's market history data.

- Tools is the category for the Android application KillApps - Close all apps made by APPDEV QUEBEC. KillApps - Close on Google Play claims that all apps had more than 5,000,000 installations. With 71,137 ratings as of right now, KillApps - Close all apps has an average rating of 4.42. Currently, the proportion of ratings obtained in the previous 30 days is 1.74%, and the percentage obtained in the previous 60 days is 3.25%. According to the amount of ratings, KillApps - Close all apps is now ranked #12338 in the market. Below is an example of market history data for KillApps - Close all apps.

3.B Quality assurance and quality control.

- ➢ Quality Assurance (QA):

- Establishing Quality Standards: For its renewable energy systems, installation procedures, and maintenance services, Greenify would develop quality standards and requirements.

- Quality Planning: QA entails creating a thorough quality plan that specifies processes, accountability, and quality objectives.

- ➢ Quality Control (QC):

- Inspections & Testing: To find any flaws or instances of non-compliance with quality standards, Greenify would conduct inspections and tests throughout the production and installation stages.

- Product Performance Testing: Strict testing of renewable energy systems to make sure they are reliable, robust, and meet performance requirements.

- Documentation and record-keeping: To track quality-related data and promote traceability, thorough records of inspections, testing, and quality control operations must be kept.

- Non-Conformance Management: Putting procedures in place to deal with non-conforming goods or services, such as figuring out the causes, taking corrective action, and preventing repetition.

- Handling consumer comments and complaints: Greenify would have systems in place to take client feedback, complaints, and concerns about quality issues and handle them.

- Evaluation of Suppliers: Greenify would judge and pick suppliers according to their capacity to deliver dependable and high-quality parts for renewable energy systems.

- Process improvement is the ongoing evaluation and enhancement of procedures with the goal of increasing effectiveness, reducing errors, and enhancing product and service quality.

- Training and Education: Ensuring that personnel receive regular training and education to ensure they have the skills and information required to uphold quality.

- Internal audits are carried out to assess compliance with quality procedures and pinpoint opportunities for development.

- Continuous Improvement: Identifying areas for improvement and putting corrective and preventative measures in place after analyzing feedback and data from quality control.

Part 4. Data Presentation Greenify & Visuals.

4.a Visuals on power BI.

- *A *visualization (or visual), at its most basic level, is a chart created by Power BI designers utilizing information from reports and datasets. Dashboards, reports, and instantaneous creation of visuals with Power BI Q&A are all examples of visual content. A designer can pin a visual they've created in a report to a dashboard. Visit Interact with visuals in reports, dashboards, and apps for*
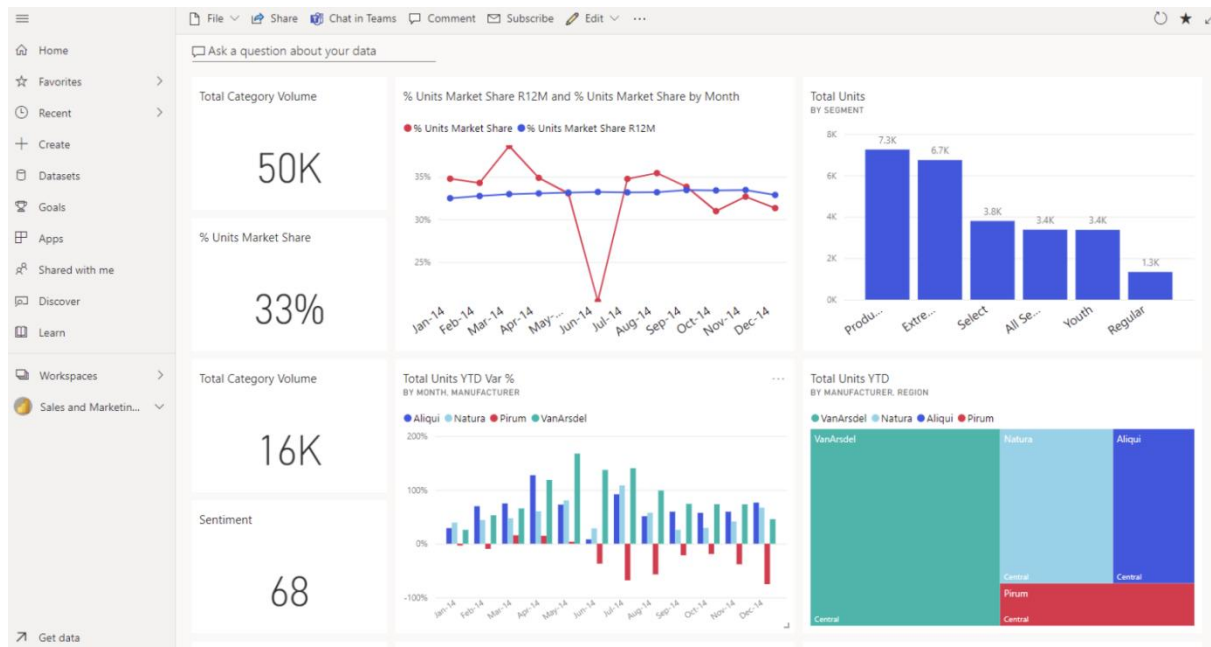
additional details. The dashboard in the example below has eight tiles.

- Designers of reports and dashboards produce and exchange isuals with coworkers. Depending on how each colleague plans to use the report or dashboard, the designer grants each colleague a separate set of permissions. A developer may be given different permissions than a business user, for instance.

- The most frequent actions for business users are shown in the following table, along with links to detailed instructions. There are various ways for business users to interact with graphics in order to get insights and make data-driven business choices.

● Your ability to view or use these features may be disabled by the administrator or the designer. And some of these traits are only applicable to certain kinds of visuals. Contact your administrator or the person in charge of the report or dashboard if you have any questions. search for the owner.

Task	On a dashboard	In a report	In Q&A
Add comments to a visual or start a conversation with colleagues about it.	Yes	Yes	No
Open and explore the report where the visual was created.	Yes	n/a	No
View all the filters and slicers affecting the visual.	Yes, if you open in focus mode.	Yes	No
Open and explore a visual in Q&A (if the *designer* used Q&A to create the visual).	Yes	n/a	n/a
Explore and create a visual in Q&A (visuals created with Q&A can't be saved).	Yes	If designer has added Q&A to the report.	Yes
Use Power BI to find interesting facts or trends—automatically generated visuals are called insights.	Yes, for tiles.	No	No
View one visual at a time using *focus* mode.	Yes, for tiles.	Yes, for visuals.	n/a
Check the visual's timestamp and see the latest refresh time.	Yes	Yes	n/a
View one visual at a time, without borders or nav panes, using *full screen* mode.	Yes	Yes	By default
How to Print from the Power BI service.	Yes	Yes	No
Dig into the visual by adding and modifying visual filters.	No	Yes	No
Hover over a visual to reveal additional details and tooltips.	Yes	Yes	Yes
How visuals cross-filter and cross-highlight each other in a Power BI report.	No	Yes	n/a
Show the data used to create the visual.	No	Yes	No
Change the way the visual is sorted.	No	Yes	You can change sort by rewording the question.
Add a spotlight to a visual.	No	Yes	No

4.B Reporting stakeholders

- Stakeholder engagement, as a means of obtaining stakeholder opinions and f ocus areas, is a crucial component of creating a sustainability report in accord ance with the GRI framework. This could help businesses establish sustainab ility strategies that suit their own development models based on expectations from stakeholders.
The entities or people who can reasonably be expected to be significantly imp actby the reporting organization's activities, products, and services.whose acti oncan reasonably be expected to have an impact on the organizatiocapacity t o carry out its strategies and meet its goal are considered stakeholders.

- The GRI Standards' reporting concepts of stakeholder inclusivity and materiali ty are related to stakeholder involvement.In order to be inclusive of stakehold ers, a reporting entity must identify its stakeholders and detail how it has met t heir reasonable expectations.

Sustainability Reporting Process for Stakeholder Engagement

BENCHMARKING AND GAP ANALYSIS REGARDING STAKEHOLDER ENGAGEMEN	IDENTIFICATION AND PRIORITISATION OF VARIOUS STAKEHOLDER GROUPS	DESIGN STAKEHOLDER ENGAGEMENT PLAN	PERFORM STAKEHOLDER ENGAGEMENT	COLLECT, ANALYSE INFORMATION
• Assess peers' and best practices regarding stakeholder engagement • Identify gaps vs peers/best practices and establish what is needed to close the gaps	• identify full list of internal and external stakeholder groups • Define prioritisation criteria • Analyse and prioritise stakeholder groups	• **What to ask?** - based on specific objectives of engagement with different stakeholder groups • **How to ask?** - defining methods and communication channels	• Use existing stakeholder engagement performed by the company as part of its regular activities • Develop ad-hoc engagement activities, implemented specifically for the purpose of the report • Document the processes	• Collect and analyse information on key topics and concerns raised by stakeholders • Share the results with internal function, including C-suite, also to assess any company actions needed and how to revert back to stakeholders

- Stakeholder inclusivity and materiality are the reporting principles connected stakeholder involvement in GRI Standards.While the principle of materiality state

  the reporting organization must identify the major stakeholder groups it interacts with, stakeholder inclusiveness requires that the reporting organization identify is stakeholders and explain how it has addressed their reasonable expectations interests.

Part 5. Data Drivein decision Greenify.

- At Greenify, data-driven decision making entails connecting data to business/activity indicators, creating goals, implementing dashboards, employing Key Performance Indicators (KPIs), and using this data to make decisions. These components come together as follows:

5.a Data with Business/activity and matrics.

- The foundation of our sustainability strategy is materiality.

- We place a strong focus on ongoing, close communication with our internal and external stakeholders. Performed a materiality study for the first time in 2012 due to this and the fact that the demands of various stakeholder groups in a dynamic market environment can alter. Through a planned sequence of interviews with experts from outside stakeholders and conversations with

representatives of our company's various divisions, we regularly update this study.
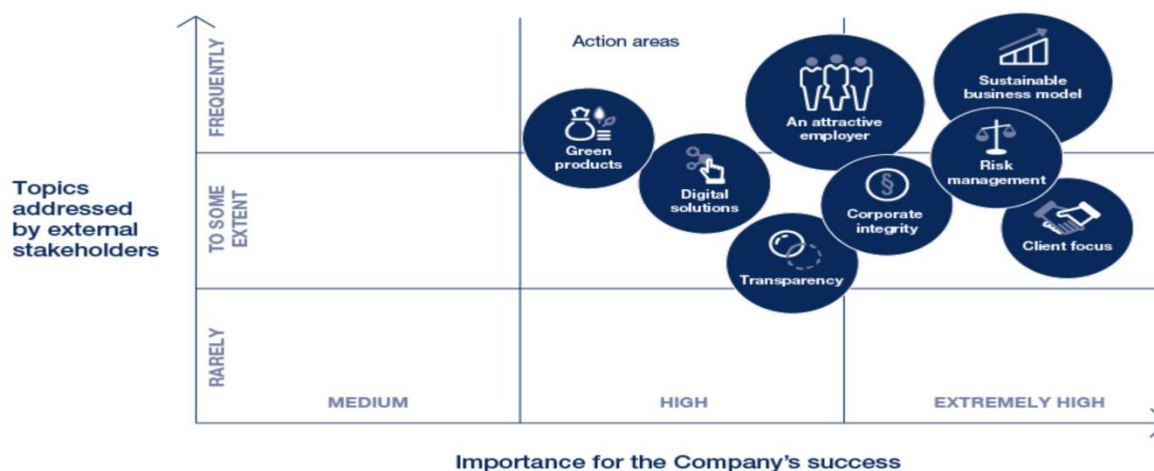
- As a result, the operational emphasis is on the eight action areas that are cru cial for ensuring the Company's longterm performance and are represented in the materiality matrix.While our business model's profitability, effective mana gement, and attractiveness as an employer are particularly important, the oth er action areas indicated above also play a critical role in the Bank's success.

- Additionally, there are issues that, even if indirectly, support the longterm

  commercial success, are as crucial for preserving the Company's reputation.

5.b Business/activity Targets.

➢ Its main goals and objectives in the field of renewable energy would be in line with Greenify's business/activity targets. Here are some possible goals that Greenify could have:

- Revenue Growth: In order to boost sales of renewable energy systems, maintenance services, and other products, Greenify could set goals for annual revenue growth. The goal could be stated as a percentage increase over income from the prior year.

- Market Expansion: Greenify may establish goals to increase its market share in more areas or nations. In order to enter new markets and gain market share, this may entail forming alliances, obtaining contracts, and launching joint ventures.

- Reduced Carbon Emissions: Given Greenify's emphasis on sustainability, a target for reduced carbon emissions might be set. This objective can involve assisting clients in using renewable energy sources instead of traditional energy sources to reduce carbon emissions by a specific proportion.

- Customer Acquisition: Greenify could establish goals for bringing on new household and business clients. The quantity of new installations or the percentage growth in the clientele base could be used to quantify this.

- Customer Satisfaction: Based on customer feedback surveys or other indicators, Greenify may set goals for customer satisfaction levels, aiming to reach a specific rating or score. This goal demonstrates the organization's dedication to offering top-notch customer service.

- Energy Efficiency Improvement: Greenify could set goals to assist clients in increasing their operational energy efficiency. This objective might be

quantified as a reduction in energy consumption as a percentage or as an increase in energy productivity.

- Research and Development (R&D) Objectives: Greenify may set goals for R&D expenditures to create novel renewable energy technologies, boost product performance, or increase system effectiveness. These objectives could be expressed as a share of the overall budget allotted for R&D activities.
- Employee Training and Development: To make sure that the workforce has the skills and knowledge required to offer high-quality goods and services, Greenify could create goals for employee training and development. This objective could be assessed by the proportion of employees that participate in training programs or get particular certifications.

5.c KPIs, dashboard & decision making

➢   KPIs: Key Performance Indicators.

➢   Greenify would choose particular KPIs that matched its goals and objectives. Following are some possible KPIs for Greenify: Measures how much revenue increased in percentage terms over a given time period. An employee's and the financial sector's conduct is indicated by the financial KPI dashboard. The dashboard quantifies the financial performance of businesses over the previous time period in order to gauge the success of the financial sector.

2. Financial KPI dashboard
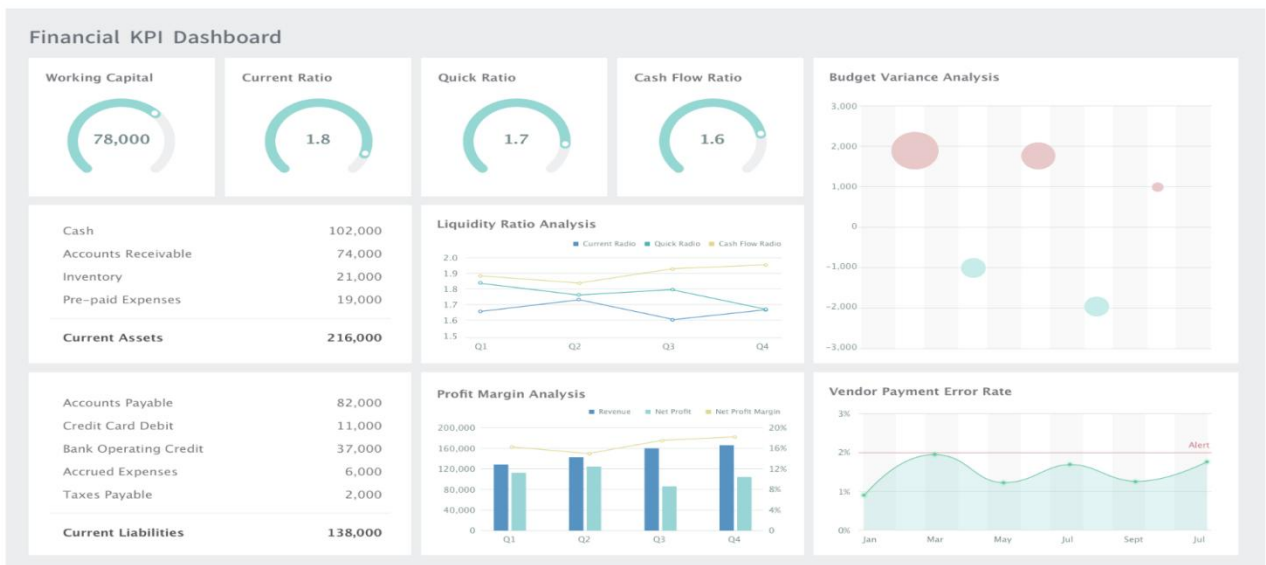
Financial KPI Dashboard (by FineReport)

➢ In order to decide wisely about its financial performance and strategy, Greenify would use the financial KPI dashboard. The particular goals and objectives of Greenify would determine the financial KPIs and decisions that would follow. Here are a few instances:

● Decision: Use revenue analysis by product line, customer group, or geographic region to pinpoint high-performing regions and assign resources appropriately.

● Determine effective marketing tactics and sales activities by analyzing sales trends and customer acquisition rates.

● Cost Analysis: Action: Examine cost structures and pinpoint areas, such procurement, production, or operations, where costs might be cut or optimized.

- To allocate resources wisely and consider future business expansions or discontinuations, consider the profitability of various product lines or services.

- Monitor cash flow statements and make choices to control cash inflows and outflows, optimize working capital, and maintain financial stability.

- Determination: Identify and address any gaps or deficits in cash flow by looking at financing possibilities, enhancing payment terms, or putting cost-cutting measures in place.

- Financial Analysis: Decision: Assess the financial health of the company and make strategic decisions on pricing, cost control, and revenue generation by looking at profitability metrics like gross margin, operating margin, and net profit margin.

- To determine areas of strong profitability and those that might need revisions to price or cost structures, analyze profitability by customer segment or product line.

Note: The financial KPI dashboard would give these important financial metrics a visual representation, enabling Greenify's decision-makers to assess performance quickly, spot trends, and make data-driven choices to promote financial growth, control expenses, improve cash flow, and increase profitability.

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