



Breadfast Case Study: Deliverables Toolkit for LinkedIn Launch

This document collects **all final deliverables** supporting your LinkedIn case study campaign, ensuring you're prepared to publish, respond to leads, and showcase your work with credibility and strategy.

1. Case Study Report

File Name: Breadfast_Case_Study.docx / .pdf

Title: Breadfast Case Study: Strategic Positioning, CRM Forecasting & ML Integration

Contents: - Executive Summary - Operational Model - CRM & Satisfaction Analysis (ML Forecast) - Regulatory/Labor Impact - SWOT Analysis - Strategic Recommendations - Backup Manual w/ Simulation Assumptions

Distribution: Share via Google Drive / Notion with request-only access.



2. LinkedIn Carousel Deck (6 Slides)

Format: PDF or PNG carousel

Title: Breadfast Operations Case: How CRM & ML Shape Quick Commerce in Egypt

Slide Layout: 1. ⚡ Slide 1 – Title & Context: "What a delivery pilot's story revealed about Breadfast's future" 2. 🚛 Slide 2 – Distribution Model Overview (Shift logic, dark stores, hubs) 3. ⚙️ Slide 3 – KPI Benchmark Table (Breadfast vs. Talabat/Instashop) 4. 📊 Slide 4 – CRM Uplift Simulation (What-if ML table) 5. ⏬ Slide 5 – Strategic Recommendations 6. 🖼 Slide 6 – Reflection + CTA: "DM 'Breadfast' to receive full report"

3. ML Simulation Summary (Optional)

File Name: Breadfast_ML_CRM_Simulation.pdf

Contents: - Target & Feature Description (CRM Score, Info Sharing Score) - Regression Model Metrics ($R^2 = 0.88$, $RMSE = 0.19$) - Simulation Table - Interpretation (CRM has higher marginal effect) - Use Cases (Risk alert, CRM forecasting)

Use: Share with recruiters, analysts, or tech-savvy readers.

4. Personal Reflection Page (Optional Blog/Notion)

Title: What Breadfast Taught Me About Real-World Learning

Summary: - The story behind the case (friend losing job, HR negotiation) - How that sparked the full analytical study - Reflections on real-world learning > theoretical coursework - Career insight: "We don't wait for exams — we solve problems when they show up."

Link Placement: Add to LinkedIn post comments or your profile bio.

5. LinkedIn Post Text

Opening Hook:

A delivery pilot lost his job. I offered advice. Then I built a machine learning simulation to explain CRM's real-world impact — and it turned into a full-scale case study of Breadfast's operations.

Post Body Highlights: - What sparked the case - Key metrics (e.g. +0.5 CRM → +0.3 satisfaction score) - 3 bullet takeaways - Soft CTA: "Drop a  or 'Breadfast' and I'll share the full report."

Hashtags: #BusinessAnalysis #QuickCommerce #CRM #MachineLearning #Operations #Egypt #LinkedInCaseStudy

Bonus (Optional Future Steps)

-  Add a Streamlit or Power BI Dashboard (from ML simulation)
 -  Academic Version Template (if submitting to journal or Master's thesis)
 -  Podcast / audio summary using voice agent tools
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With these deliverables, you can: - **Attract job leads** or consulting interest - **Showcase business acumen** and tech fluency - **Build credibility** as a data-literate strategist with heart

Let me know when you're ready to launch — I'll prep your draft post and deck next!