**Business Analysis R&D: Automation Tools for Granhub Decision Support**

**Objective:**

To leverage automation tools that streamline analysis, surface actionable insights, and enable smarter decisions for improving user experience, caregiver support, and internal operations.

**1. Power BI + Copilot (Microsoft)**

* **Tool Type**: AI-enhanced business intelligence platform
* **What It Does**: Automates data aggregation and builds interactive dashboards with natural-language queries
* **Decision Support**:
  + Identifies user behavior trends across Granhub features
  + Highlights usage gaps (e.g., drop-offs by age group or feature)
  + Supports data-backed feature and UX improvements

**2. Google Looker Studio (formerly Data Studio)**

* **Tool Type**: Free web-based reporting tool
* **What It Does**: Visualizes data from Google Analytics, Firebase, Sheets, and other sources
* **Decision Support**:
  + Tracks website traffic patterns, engagement, and device usage
  + Helps analysts understand caregiver and senior browsing behavior
  + Informs content placement and design tweaks

**3. ChatGPT or Notion AI**

* **Tool Type**: AI assistant for summarization and content automation
* **What It Does**: Processes meeting notes, feedback, and interview transcripts into usable business content
* **Decision Support**:
  + Summarizes key insights from caregiver feedback or usability testing
  + Drafts user stories or requirement documents quickly
  + Reduces analysis turnaround time and improves clarity

**4. MonkeyLearn / Azure Text Analytics**

* **Tool Type**: NLP (Natural Language Processing) tool for text analysis
* **What It Does**: Automates sentiment analysis, keyword extraction, and classification
* **Decision Support**:
  + Analyzes open-text survey responses and chatbot logs
  + Detects common frustrations, needs, and emotional tones
  + Prioritizes features or support content based on real feedback

**5. Hotjar (Free Plan Available)**

* **Tool Type**: UX behavior analytics tool
* **What It Does**: Captures heatmaps, click maps, and user session recordings
* **Decision Support**:
  + Visualizes how seniors interact with specific UI elements
  + Identifies confusing areas or points of drop-off
  + Supports accessible design updates and A/B testing decisions

**6. Zapier / Make.com**

* **Tool Type**: Automation workflow platform
* **What It Does**: Connects apps and automates repetitive tasks
* **Decision Support**:
  + Sends automatic alerts when user metrics fall below target
  + Updates dashboards or Slack channels with daily summaries
  + Ensures timely insight delivery without manual follow-up

**7. Fireflies.ai / Otter.ai**

* **Tool Type**: AI transcription and meeting summarization tool
* **What It Does**: Records and transcribes team meetings, stakeholder calls, and research interviews
* **Decision Support**:
  + Captures accurate notes and key action items
  + Enables asynchronous review and faster alignment
  + Keeps R&D focused on facts, not memory

**8. Jira Automation / Trello + Butler**

* **Tool Type**: Project/task automation tool
* **What It Does**: Automates workflows like ticket creation, status changes, and reminders
* **Decision Support**:
  + Automatically flags tasks from user feedback
  + Keeps analysts and product teams updated on blockers or trends
  + Aligns operational decisions with user-centered insights

**Outcome:**

With these tools, Granhub’s business analysts can automate repetitive work, extract deep insights from user interactions and feedback, and support data-informed, empathetic decisions for improving platform accessibility, caregiver tools, and user trust.