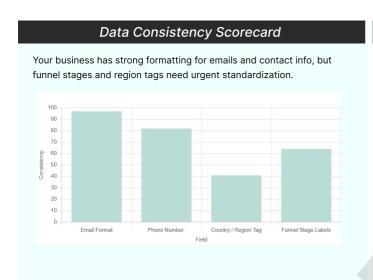
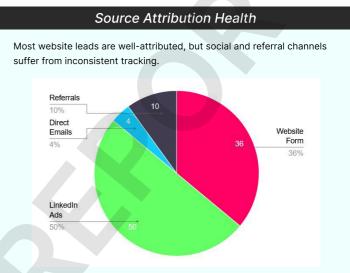
Diagnostic (Sample) Report: Data Hygiene & Business Clarity



Date: August 8, 2025 | 10:18 EST | Powered by NNX1™ Engine

Sample Business 1 shows a strong foundation in organizing and maintaining its business data, particularly in areas like contact records & purchase history. However, some key areas such as behavioral tracking, funnel stage tagging and source attribution need further alignment and consistency. The company is well-positioned to level up with just a few targeted improvements, especially given the solid CRM adoption already in place.





Cross-Tool Sync Status

CRM data is synced and reliable, but sheets and analytics platforms are out of sync, creating fragmented insights.

Tool	Sync Status	Frequency	Comments
HubSpot CRM	✓ Auto	Daily	Fully reliable
Google Sheets	⚠ Manual	Weekly	Potential lag in updates
Notion / Airtable	× None	N/A	Disconnected data islands
Analytics Platform	⚠ Delayed	Monthly	Lacks real-time sync

Strategic Recommendations:

- Standardize funnel stage tags across sales and marketing
- Add automation (Zapier, HubSpot workflows) to reduce manual data entry
- · Run a "data cleanup sprint" to identify duplicates, nulls and outdated records

Small Business that may be able to support your needs:

• Data Process & Cleanup: Please reach out to NBLK Consulting - info@nblkconsulting.com or (212) 598-3030