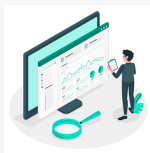


SALES & MARKETING

1. TARGET AUDIENCE FOR LEAD GENERATION

Which demographic audience is buying and why?
Recognizing the audience that has to be targeted



What is the geographic and behavioral sectors which need to be targeted?

Determining the location specific and trends of the market



2. BUILDING TRUST AND CUSTOMER RELATION

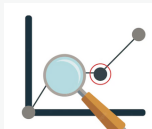
How to gain customer confidence and how to improve customer accessibility?

Enhancing the reliability and trustworthiness of the brand to increase consumer confidence. Customer assistance should be easily reachable and available.



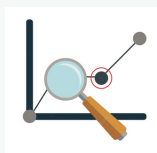
3. SCALABILITY

Analysing whether growth is truly sustainable?
Evaluating if the growth is profitable



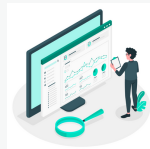
Could outsourcing help increase the market share?

Distributing work among other businesses could boost market share.



4. MARKET RESEARCH AND COMPETITOR ANALYSIS

What is the current competitor behavior?
Contrasting competitors' marketing strategies



What are the future market trends?
data-driven market behavior forecasting



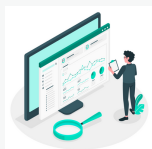
5. RESOURCE ALLOCATION

How to assign funds to different departments?
Budgeting finances among various divisions



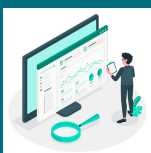
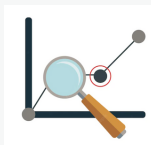
How to assign the right qualified employees to different departments?

Selecting right candidates based on their competencies

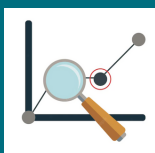


6. ADVERTISING CHANNELS

Which marketing medium is the most profitable?
Opting on a marketing medium with the greatest reach



DESCRIPTIVE
ANALYSIS



PREDICTIVE
ANALYSIS



PRESCRIPTIVE
ANALYSIS