

Final Recommendations & Business Impact

(All insights are derived from simulated dashboard data created for demonstration purposes.)

The following recommendations are strategically formulated based on operational, financial, and customer experience trends identified within the Power BI dashboard.

1. Enforce Mandatory Photo Proof via Automated Validation

Dashboard Insight: Cross-referencing job completion data with dispute logs reveals that projects lacking uploaded photo evidence correlate with a **28.8% higher dispute rate** and extended escrow hold periods.

Recommendation: Integrate a mandatory **Digital Evidence Module** within the service provider app. Job closure should be system-blocked until photo proof is uploaded and passes automated metadata validation (time/location stamps).

Business Impact:

- Significant reduction in subjective disputes.
- Accelerated escrow release cycles, improving provider liquidity.
- Enhanced customer trust through verifiable service transparency.

2. Optimize Cost Estimation for High-Variance Categories

Dashboard Insight: Data analysis shows that **Kitchen Renovation** and high-value structural services exhibit a cost overrun trend of ~**2.1%** due to mid-job material changes and undocumented scope creep.

Recommendation: Deploy standardized **Digital BOQs (Bill of Quantities)** and introduce a **5-10% Contingency Buffer** for high-complexity service categories to align customer expectations with market volatility.

Business Impact:

- Stabilized profit margins and reduced "bill shock" for users.
- Improved pricing predictability, leading to higher conversion rates for high-ticket quotes.

3. Implement Real-Time SLA Governance

Dashboard Insight: Sentiment analysis of user ratings confirms a sharp decline in "Repeat Intent" when job completion exceeds the initial SLA by more than **24 hours**.

Recommendation: Develop a **Weighted Risk Scorecard** within the dashboard to trigger automated operational alerts when a job approaches 80% of its SLA limit.

Business Impact:

- Measurable increase in average customer satisfaction scores.
- Higher customer lifetime value through improved retention and reliability.

4. Minimize Rework through Pre-Service Digital Scoping

Dashboard Insight: A high frequency of "Change Requests" in specific regions indicates a gap in initial requirement gathering, leading to operational delays.

Recommendation: Mandate a **Pre-Service Discovery Checklist** or virtual assessment for all renovation-scale projects to finalize scope before the technician arrives on-site.

Business Impact:

- Reduction in mid-job scope changes and resource idling.
- Streamlined delivery timelines and optimized workforce utilization.

5. Proactive Risk Flagging for Early Intervention

Dashboard Insight: The dashboard identifies a "High-Risk Profile"—jobs characterized by a combination of SLA delays, missing documentation, and multiple change requests—which account for the majority of financial exposure.

Recommendation: Implement **Rule-Based Triggers** that auto-flag these high-risk jobs for immediate intervention by the Operations Management team.

Business Impact:

- Lowered financial liability from escrow blocks.
- Faster resolution of bottlenecks before they escalate to customer churn.

Overall Project Impact Summary

By transitioning from manual oversight to a data-driven governance model, the **Transparent Home Service** platform is projected to achieve:

- **Operational Excellence:** Reduced rework and optimized resource allocation.
- **Financial Integrity:** Minimized revenue leakage from disputes and improved margin stability.
- **Market Differentiation:** Building a "Transparency First" brand that solves the core industry pain point of homeowner anxiety.

Closing Statement

"This case study demonstrates the full lifecycle of a Business Analyst's contribution—from identifying core market inefficiencies and documenting complex technical requirements to visualizing operational data. By connecting granular dashboard insights to high-level business strategy, this proposal ensures that **Transparent Home Service** is not merely a service directory, but a scalable, transparent ecosystem designed for operational efficiency and long-term stakeholder trust."