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ISA 616 Business Value Proposition

1. Define the client or audience for your data analysis solution.

Client- Customer Acquisition Department for a mental health development group that helps their clients work through tough situations and become more happy.

1. Define the client jobs. What jobs are your clients trying to get done. Use a separate bullet point for each job you intend to help your customer get done. Be specific.

* Reach as many people who need mental healthcare as possible
* Improve their lives as much as possible
* Pinpoint what geographic areas are best/worst for mental health
* Understand what makes those areas good/poor for mental health
* Question if there are other outside factors contributing not explained by the data
* Gain the customers of the areas in poor mental health
* Directly market to specified customers
* Provide visuals to better understand aspects of peoples happiness and factors going into that

1. Add pains. What are the pains before, during, and after your customer is trying to get their jobs done? Create a bullet point for every specific pain.

* Difficult to understand where to move next in their business expansion
* Difficult to understand how to best market to people in new regions
* Difficult to understand what makes a patient motivated to get help
* Difficult to understand how to best transition from one distinct geographical area to another
* Difficult to understand what makes people ultimately happy and keeps them happy
* Difficult to understand how to best gain customers in areas that are struggling to keep citizens happy

1. Add gains. What are the gains that your customer expects to get or will be surprised to benefit from your solution?

* Easily visualize where on the map people are happiest
* Easily visualize what makes those people happy
* Understand what makes people most unhappy
* Provide information or research on the places listed as least happy
* Marketing suggestions and innovative solutions about how to reach new customers
* Motivation techniques to get people into their office

1. Describe your intended solution. Give a bullet point for each major element of your product or solution.

* Solution- regression analysis on the happiness data to best understand what regions/countries are happiest and unhappiest. Then digging into what elements contribute the most to the happiness scores and taking those ideas that make people happy to new countries that have not yet implemented those ideas. Creating maps, bar charts, other visualizations to realize a solution that allows for an easily implementable, creative, and reproducible solution.
* Regression analysis
* Map of happiest countries
* Top contributors to happiness list (bar chart most likely)
* Information on top “unhappiness” country/ies and marketing suggestions

1. What are the pain killers from your solution? List out those things in your solution that can kill the pain points of your client.

* Pain- not knowing where to expand their business
  + Killer- map of happiest/unhappiest countries
* Pain- how to market to new regions
  + Killer- research and suggestions on how to best reach this new target market
* Pain- knowing patient motivations
  + Killer- knowing what makes them happy (bar chart results)
* Pain- how to make geographical transition
  + Killer- insights and information about business customs linked to map
* Pain- knowing what makes and keeps people happy
  + Killer- in-depth world happiness report and clear visualizations of the findings

1. What are the gain creators? List out the items that will add additional value to your customer, above and beyond addressing their current pain points.

A polished presentation that allows for questions, additionally, a strict outline of everything performed and rationale so that they can later use the same tools or reproduce the analysis on new data once the new set of happiness data comes out. Not only will this address their pain points for this year of growth, but also for every year to follow!