

The slide features a light gray background with decorative geometric elements. In the top-left corner, there is a cluster of squares in shades of red, orange, and black. In the bottom-right corner, there is a cluster of squares in shades of green, teal, and black. The main title is centered in a large, black, sans-serif font.

Home Security Business Briefing

Agenda

1

Executive
Summary

2

Approach

3

Initial
Findings

4

Targeting
Strategy





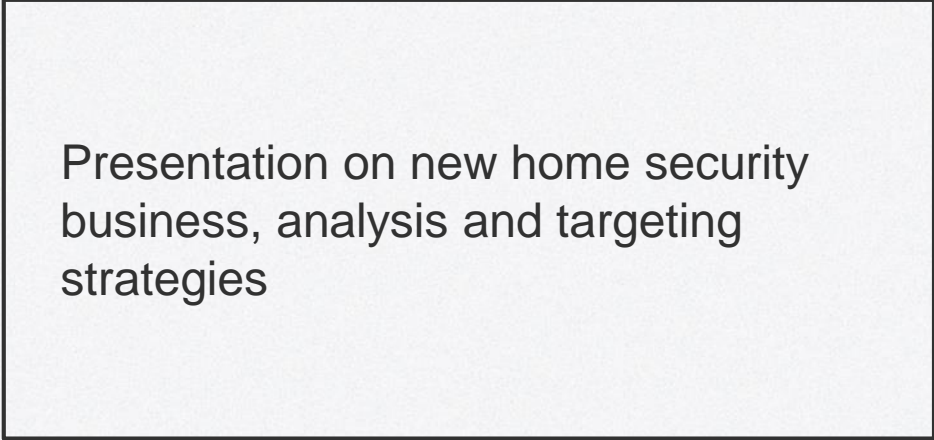
1

Executive Summary






Introduction



Presentation on new home security
business, analysis and targeting
strategies





2

Approach

Project Approaches

The analytics team approaches:

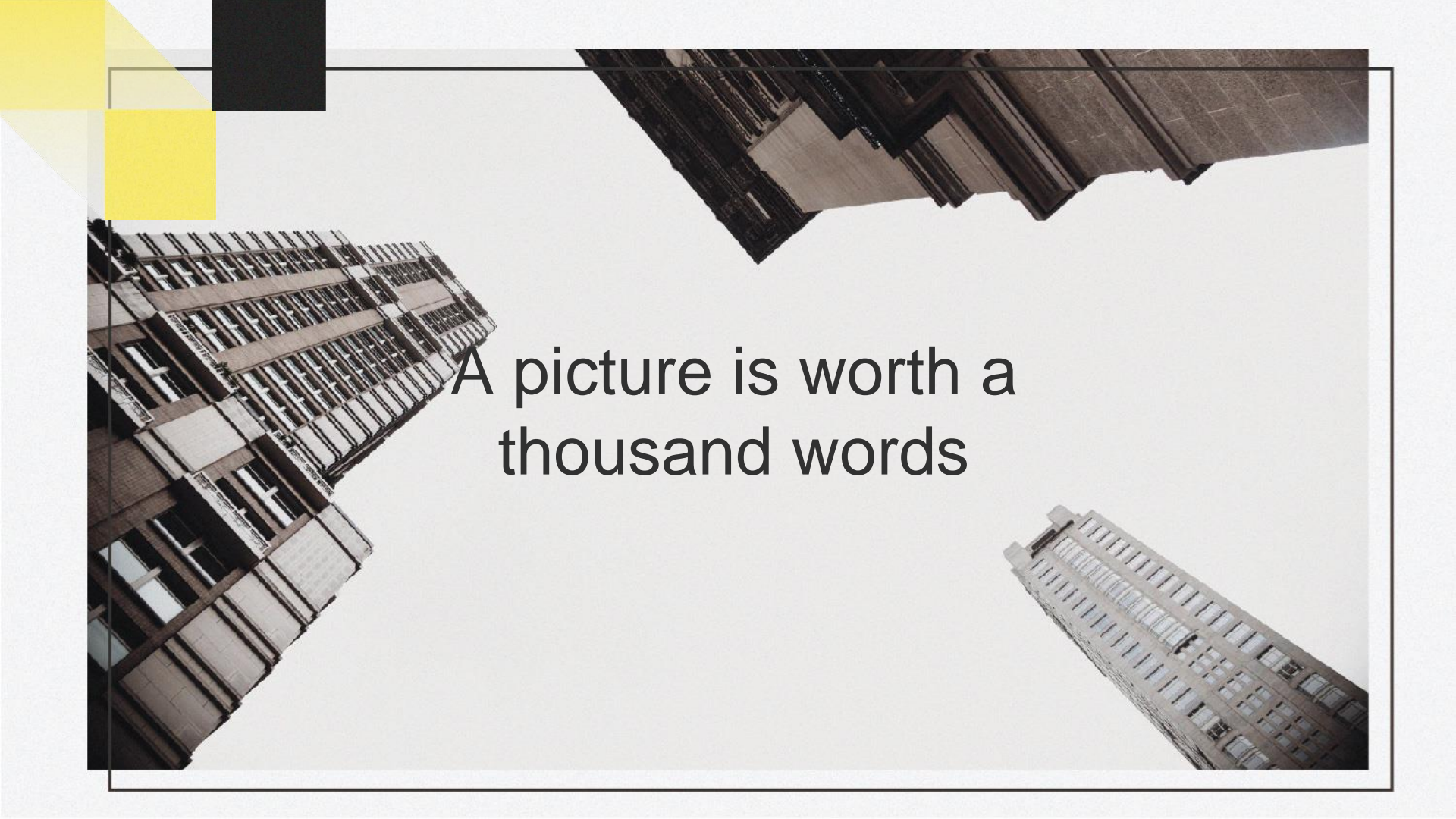
- Understanding the Business Problem
- Analyzing the Business Problem
- Creating a visual representation of your analysis results



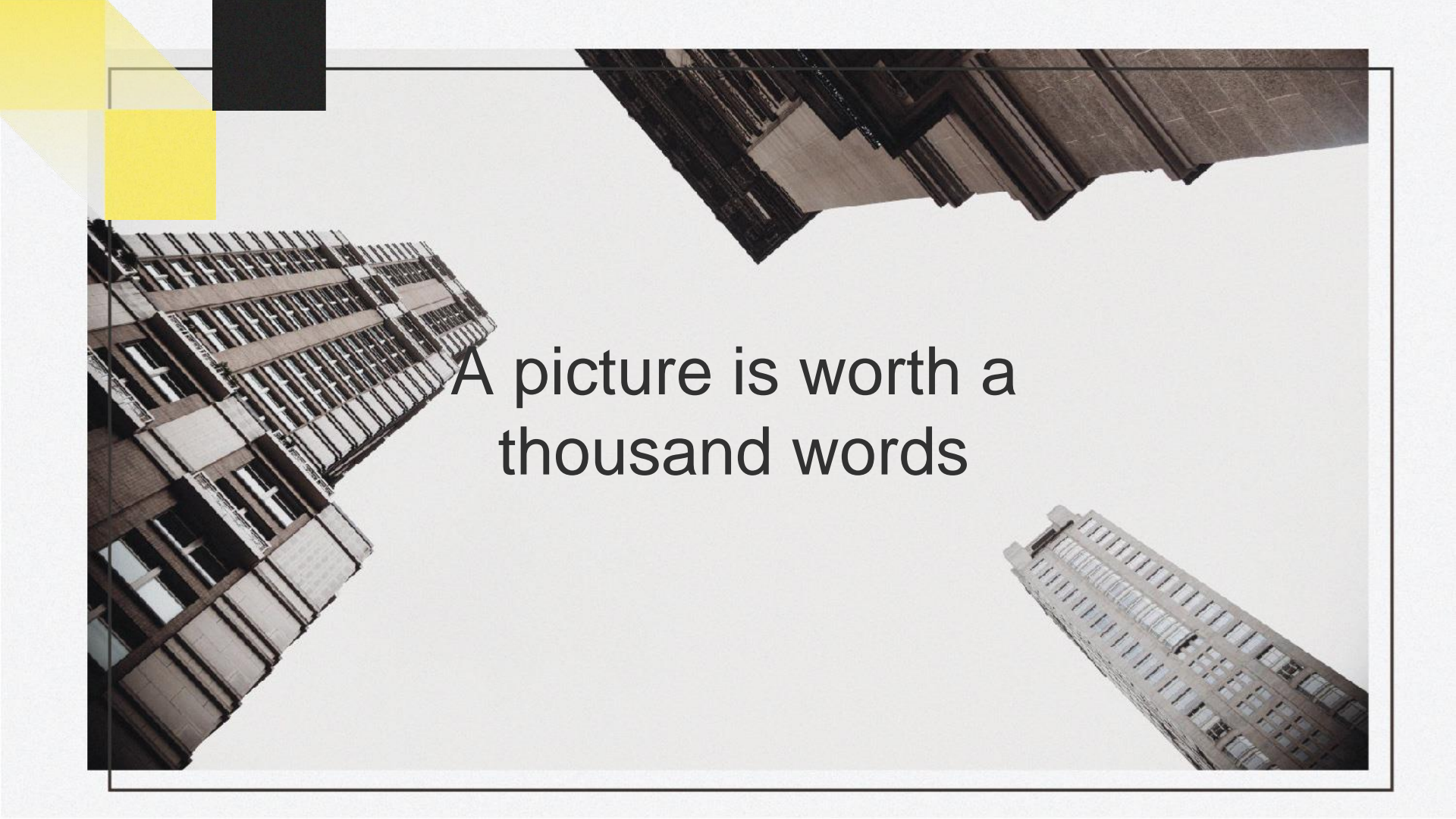


3

Initial Findings



A picture is worth a
thousand words



A picture is worth a
thousand words

Data Exploration

Do you know what helps you make your point clear?

Lists like this one:

- They're simple
- You can organize your ideas clearly
- You will never forget to buy milk!

And the most important thing: the audience will not miss any point of your presentation





4

Targeting Strategy

Pictures always reinforce the concept

Images reveal large amounts of data, so remember: use an image instead of a long text. Your audience will appreciate it



Strategy checklist



	Strategy 1	Strategy 2	Strategy 3
You can describe here your task	✓	✗	✓
You can describe here your task	✗	✓	✓
You can describe here your task	✓	✓	✗

To consider

Transactions

Jupiter is the biggest planet

Globality

Venus is the second planet

Transparency

Venus has a beautiful name

Safety

Saturn is a gas giant with rings

Privacy

Mars is actually a cold place

Speculation

Mercury is the smallest planet



Thanks!

Do you have any questions?

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