**Final Project: Revitalizing Green Tech Innovations - Due End of Week 8**

Please use the data files found attached.

**12 pages, > 3 sources, peer-reviewed.**

**Background:**

GreenTech Innovations, a pioneer in sustainable technology solutions, has experienced stagnant growth over the past year. With emerging competitors and rapidly changing market dynamics, the company is at a crossroads. As the lead business analyst, you're tasked with spearheading a data-driven strategy to revitalize the company.

**Objective**:

Utilize the analytical tools, techniques, and frameworks covered in the course to develop a comprehensive business strategy for GreenTech Innovations. The goal is to bolster growth, enhance operational efficiency, and solidify the company's position as an industry leader.

**Data & Resources Provided:**

1. **Excel Files**: Containing sales, expenses, and operational data over the past five years.
2. **Power BI Dashboard**: Showcasing market trends, competitor analysis, and customer feedback.
3. **Probability Models**: Highlighting potential market scenarios - economic boom, stability, and recession.
4. **Feedback Survey**: Responses from stakeholders, including employees, customers, and partners.

**Tasks**:

1. **Descriptive Analysis:**  
   •    Use Excel to analyze the provided datasets. Understand the distribution of variables and summarize key metrics.  
   •    Identify trends, anomalies, and potential areas of concern or opportunity.
2. **Relationship Exploration:**  
   •    Determine correlations between different datasets. For instance, does increased marketing spend relate to sales growth?  
   •    Use pivot tables to segment and analyze data efficiently.
3. **Business Intelligence Insights:**  
   •    Dive deep into the Power BI dashboard. Extract insights regarding market dynamics and competitor strategies.  
   •    Identify areas where GreenTech Innovations has a competitive edge and where it lags.
4. **Probability & Decision Frameworks:**  
   •    Based on the probability models, evaluate potential strategies under different market scenarios.  
   •    Utilize decision-making frameworks like Maximax, Maximin, Criterion of Realism, and Minimax Regret to guide strategic choices.
5. **Stakeholder Feedback Integration:**  
   •    Analyze the feedback survey to understand stakeholder perceptions and needs.  
   •    Use this feedback to refine and enhance the proposed strategy.
6. **Strategy Presentation**:  
   •    Compile your findings and recommendations into a comprehensive strategy document.  
   •    Present your data-driven strategy to GreenTech's leadership, using visualizations, probability outcomes, and decision frameworks to support your recommendations.

**Evaluation Criteria:**

Your strategy will be evaluated based on:

1. **Analytical Rigor**: The depth and accuracy of your analysis.
2. **Holistic Approach**: Integration of various tools, techniques, and frameworks covered in the course.
3. **Innovation**: Creative solutions and strategies proposed.
4. **Stakeholder Alignment**: How well the strategy aligns with stakeholder feedback and company values.
5. **Feasibility**: The practicality of implementing the proposed strategy.

This case study serves as a culmination of everything you've learned over the course. By weaving together various analytical tools and decision-making frameworks, you're not just proposing a strategy but showcasing the power and potential of data-driven decision-making. Good luck, and may the data be with you!