Assignment: Individual Project Proposal: Final Draft

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Project Proposal: Background

The Yeoman Technology Company specializes in helping multi-channel brands transition from traditional revenue streams to digital platforms like Amazon, using data tracking and analytics to support this shift. The main business question focuses on ensuring that this transition does not negatively impact existing client businesses and retail channels. A critical assumption is that historical and current data are accurate and comprehensive, essential for reliable analysis. Additionally, findings indicate that selling on Amazon positively impacts revenue growth for micro and small enterprises, highlighting the potential benefits of this transition. The objectives to answering the business questions are outlined below:

1. **Data Collection and Preprocessing:**

   A.) Acquire historical sales data from current retail channels and digital platforms.

   B.) Gather key data points such as sales volume, pricing, customer demographics, marketing expenditure, and seasonal variations.

   C.) Ensure that the data is thoroughly cleaned, accurate, and complete.

2. **Model Development:**

   A.) Create a predictive model using machine learning techniques to forecast sales and revenue impacts.

   B.) Train the model using historical data to identify patterns and relationships between traditional and digital sales channels.

C.) Validate the model with current data to confirm its accuracy and reliability.

3. Impact Analysis:

A.) Utilize the model to simulate various scenarios for transitioning to digital platforms.

B.) Evaluate the predicted impact on existing retail channels across different product categories and marketing strategies.

C.) Identify potential risks and opportunities linked to the transition.

4. Optimization Strategies:

A.) Develop strategies based on predictive analysis to optimize product listings, pricing, and marketing efforts on Amazon.

B.) Implement data-driven recommendations to enhance performance across all sales channels.

5. Training and Communication:

A.) Provide training programs for employees to effectively use predictive analytics tools and interpret the results.

B.) Establish clear communication methods to keep all stakeholders informed about the transition process and findings.

6. Continuous Monitoring and Improvement:

A.) Continuously monitor sales performance across all channels.

B.) Update and refine the predictive model based on new data and feedback.

C.) Implement iterative improvements to ensure long-term success and revenue growth.

By following these steps as the key stakeholder of this proposal, the Yeoman Technology Company can leverage predictive analytics to ensure a smooth and beneficial transition to digital platforms. This can be accomplished while protecting and enhancing existing client businesses and retail channels.

Scope of the Project

To address this, the three key phases of the project are outlined and will be executed over its duration:

1. **Phase 1: Identifying Analytical Tools (April 1st – 30th)** - This initial phase involves selecting the appropriate analytical tools, setting the foundation for subsequent activities.
2. **Phase 2: Staff Training and Skill Identification (May 1st - May 31st)** - This phase focuses on training existing staff and identifying essential skills for potential new recruits.

3. **Phase 3: Establishing Effective Communication Practices (June 1st – 30th) -** The final phase emphasizes establishing effective communication practices to anticipate and address future challenges.

These phases collectively prepare the company for its transition to a digital footprint, with analytical tools serving as the cornerstone. A potential limitation is the resistance to change from employees or stakeholders, which could hinder the adoption of modern technologies and processes.

Project Budget

Creating a thorough project budget involves:

1. **Non-recurring Expenses:** Initial expenditures such as software purchases, hardware upgrades, and setup fees.
2. **Monthly Recurring Expenses:** Ongoing expenditures like cloud service subscriptions, software licenses, and maintenance fees.
3. **Personnel Costs:** Including salaries or consulting fees for IT specialists, data analysts, and project managers.
4. **Training Costs:** Allocating funds for training programs to provide employees with essential skills in data analytics and digital tools.

5. **Contingency:** Setting aside funds to cover unexpected expenses or adjustments in project scope.

Background Research and Literature

The current body of literature underscores the transition of retail stores to digital platforms and emphasizes the significance of brand management and customer interaction (Reinartz, Wiegand, Imschloss, 2019). It also highlights the critical role of management innovation for companies seeking to revitalize themselves and adjust to evolving market conditions, especially concerning brand visibility and product significance (Hamel, 2006). Furthermore, recent studies indicate that selling on platforms like Amazon can significantly boost revenue growth for micro and small enterprises, validating the strategic move towards digital platforms.

The study also highlights that selling on Amazon significantly boosts revenue growth for micro and small enterprises, demonstrating the potential advantages of this shift. To capitalize on this opportunity, integrating big data analytics is essential for a thorough market opportunity analysis. Research by Lau and Bouazizi (2019) shows that modern market expansion strategies increasingly depend on merging numerical, textual, image, and video data to better identify distribution channels, analyze market opportunities, and develop marketing strategies. The complexities involved include big data analytics, such as data integration, filtering, organization, and presentation. These elements will demand advanced frameworks with self-learning capabilities to adapt to changing market environments. Furthermore, Shenhar and Dvir (2007) highlight the necessity of aligning project management with broader enterprise strategies to

achieve business objectives, including enhanced profitability and market expansion. They contend that traditional project management often falls short in this area, as it tends to prioritize operational efficiency over strategic outcomes.

The proposed big data analytics framework consolidates various data sources—social media, transaction data, market surveys, company websites, and customer reviews—into a unified system for market analysis. This approach enhances the accuracy of market predictions, sales analysis, and channel optimization, facilitating the transition to digital platforms while safeguarding existing retail channels. Employing such advanced analytics can yield valuable insights and inform strategic decisions, ensuring the successful digital transformation of multi-channel brands.

The three articles in the annotated bibliography offer insights into how technological advancements are reshaping business models. The focus entails integrating digital tools, understanding customer preferences through data analytics, and addressing challenges related to human interaction and skill acquisition in the digital age. Marr (2023) explores the evolving landscape of business models driven by technological advancements, particularly within the digital domain. It discusses how companies are adapting by refining products, enhancing services, and deepening customer connections, citing examples across sectors like retail and manufacturing. Key themes include the integration of analytics and digital tools to stay competitive in the online market, understanding customer preferences through data analytics, and addressing concerns such as privacy and skill acquisition.

Angevine, Lun Plotkin, and Stanley (2018) delve into the intricate dynamics of customer relationships in digital platforms, emphasizing the delicate balance between online experiences and human engagement. Despite inconclusive evidence, research suggests that businesses adept at balancing these aspects tend to excel in sales. The transition from single to multi-channel models underscores the importance of human interaction alongside digital convenience.

Sinha, Sahay, Shastri, and Lorimer (2022) focus on how data technologies and analytics shape business frameworks, highlighting the need for collaboration across digital and physical operations. They propose strategies such as appointing boundary spanners, developing comprehensive plans with measurable goals, and fostering cross-functional teams to navigate the complexities of the digital landscape. These insights underscore the necessity of cultural shifts towards digital processes and initiatives like team restructuring and skills training. Overall, this will align sales strategies with digital advancements and effectively manage customer relationships.

Design and Data Analytics Methods

Utilizing historical data and predictive analytics, supported by software such as Excel, Tableau, and AWS, is crucial for guiding strategic decisions and refining the company's online presence. The process of gathering, evaluating, and analyzing data, including risk assessment, enhances decision-making and builds stakeholder confidence in the company's ability to succeed in the digital realm. A key assumption is that the selected analytical tools will be effective for the intended analyses and capable of handling the data's volume and complexity.

The three most effective data analytics tools and techniques to focus on are:

1. **Predictive Modeling:**

   A.) Potential Tools: Machine Learning, Python (with libraries like scikit-learn, TensorFlow), and R.

   B.) Reason: Predictive modeling helps forecast future sales, customer behavior, and market trends, enabling proactive decision-making and strategic planning. It aligns with the objective of utilizing predictive analytics to guide the transition to digital platforms.

2. **Customer Segmentation:**

   A.) Potential Tools: Python (with libraries like pandas, scikit-learn for clustering), SQL, and specialized customer analytics software.

   B.) Reason: Customer segmentation tailors marketing and sales strategies to different customer groups, enhancing engagement and optimizing resources. Understanding customer preferences and behavior is crucial for improving product optimization and personalizing customer interactions.

3. **Descriptive Analytics with Data Visualization:**

   A.) Potential Tools: R, Tableau, Excel.

   B.) Reason: Descriptive analytics helps understand historical data, identify trends, and create insightful visualizations. These user-friendly and powerful tools facilitate the

creation of dashboards and reports that can be easily shared with stakeholders, supporting data-driven decision-making, and tracking the effectiveness of the transition strategy.

These three approaches provide a comprehensive foundation for leveraging data analytics in the project, supporting both strategic planning and operational execution. A limitation to consider is incomplete, outdated, or biased data, which can lead to inaccurate analysis and predictions.

Implementation Methodology and Strategies

The primary implementation strategy centers around a user-friendly dashboard, providing access to analytical tools for visualizing data and conducting statistical modeling. This approach enables the company to explore data, enhance brand recognition, and realize its vision by employing predictive analysis and forecasting models.

Another key aspect of the implementation strategy is integrating customer segmentation techniques. By using tools such as Python and SQL for clustering and analysis, the company can segment its customer base into distinct groups based on factors like demographics, preferences, and purchasing behaviors. This segmentation facilitates targeted marketing and personalized customer experiences while enabling more efficient resource allocation and optimization. Tailoring marketing efforts to specific customer segments ensures maximum returns on investment and enhances overall engagement and loyalty.

Additionally, the implementation methodology includes comprehensive training programs designed to equip employees with the necessary skills and knowledge to effectively

leverage analytical tools. Through hands-on workshops, online courses, and continuous learning initiatives, Yeoman Technology Company can cultivate a workforce proficient in data analysis and interpretation. By investing in employee development, the company strengthens its analytical capabilities, fosters a culture of innovation and continuous improvement, and ensures sustained success in the digital era.

Monitoring and Evaluation

1. **Quantitative Metrics:** Utilize numerical data including sales figures, model accuracy scores, and rates of training completion.

2. **Qualitative Feedback:** Gather stakeholder perceptions through surveys or interviews to evaluate communication clarity and employee preparedness.

3. **Comparison Against Objectives:** Continuously measure actual outcomes against predetermined goals to assess project success and adapt strategies accordingly.

4. **Team Progress:** Check in with team daily and conduct weekly meetings to ensure accountability between team members. Provide daily tracking logs to show progress toward each phase of the project.

Aligning this kind of framework with the structured objectives, indicators, and phases will establish a robust system for tracking progress and ensuring the effective implementation of the project with the Yeoman Technology Company.

Conclusion

Incorporating digital strategies into the company's business model is essential for expanding market reach and revenue streams while maintaining existing channels. Utilizing analytical tools and balancing digital and non-digital sales channels builds stakeholder trust and ensures a resilient business model. Integrating digital strategies also enhances adaptability in an ever-evolving market landscape, positioning the company for sustained growth and competitive advantage. The positive impact of selling on platforms like Amazon on revenue growth underscores the strategic importance of transitioning to digital platforms.

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Appendix

Marr, B. (2023). *The Impact Of Digital Transformation On Business Models: Opportunities And Challenges.* Forbes. https://www.forbes.com/sites/bernardmarr/2023/10/12/the-impact-of-digital-transformation-on-business-models-opportunities-and-challenges/?sh=56711d6c44f8

In this article, Marr discusses how current business models are being rewritten or revised to keep up to date with new technological advances that allow them to compete in the digital world. This enables them to streamline their operations through product optimization, improving and creating new products and services, and building stronger customer relationships. Marr uses several examples of types of businesses that have embarked on changing business models in transition to digital pursuits. This relates to the part of the sponsor's business question that pertains to how industries are pivoting toward a digital presence to build their brand through new channels and to increase revenue.

The first area of digital transformation that Marr summarizes is in retail where digital platforms like Amazon and Ebay incorporated analytics into its business model to build recommendation systems off customer behaviors and patterns. With customers shifting to purchasing more products online, traditional retailers began following suit to keep up with these trends to stay relevant. Recent technologies have also impacted on the manufacturing sector with companies transforming how their products are made, which has led to more investments in new production methods and finding employees with the right skillsets and the proper training. The service industry has switched to digital-based business models using data analytics to understand customer preferences, which has

increased revenue for companies implementing these changes. These new strategies are being put into place with companies working to be cognizant of customer privacy protections, breaches of data, and the need for more training and certain skillsets required for this transformation.

Angevine, C., Lun Plotkin, Candace, & Stanley J. (2018, May). *The secret to making it in the digital sales world: The human touch.* McKinsey&Company. https://innofuture.com.au/wp-content/uploads/2018/06/The-secret-to-making-it-in-the-digital-sales-world-The-human-touch.pdf

Angevine, Lun Plotkin, and Stanley explore the customer relationships on digital platforms between the online experience and the human connection. Research has shown that companies that engage in this kind of balance have performed better in sales despite the lack of evidence of how this balance can be properly executed. This process has seen a transformation over the last couple of decades as businesses went from having a monochannel model for reaching their customers to many channels to choose from with the creation and implementation of the internet. With the current digital customer buying journey, companies are learning at what points that the human element is necessary to make each step more fluid while incorporating key components like speed, transparency, and expertise into the digital customer relationship.

The speed of the customer transaction with a product is important in ways like having the option to purchase and repurchase being quicker and that frequently asked questions can reduce the amount of customer care phone calls. Having transparency is also essential

because it allows customers to compare prices over different platforms, while expertise combines digital resources and customer service that are more efficient and satisfactory. This relates to the business inquiry by highlighting that despite the enhanced flexibility in buyer choices and the availability of multiple sales channels facilitated by the digital transition, customers continue to value the human touch in the purchasing journey. The transition to a digital platform like Amazon still means that non-digital channels from previous business models can remain in the picture for future long-term plans.

Sinha, P., Sahay, D., Shastri, A., & Lorimer, S. (2022, September-October). *How to Digitalize Your Sales Organization.* Harvard Business Review. https://hbr.org/2022/09/how-to-digitalize-your-sales-organization?registration=success

Sinha, Sahay, Shastri, and Lorimer intricately detail the far-reaching implications of data technologies and analytics on business frameworks, establishing durable links between digital and physical operations. The amalgamation of data has spurred collaborative endeavors across diverse platforms, thereby shaping the landscape within sales teams and customer perceptions. Despite this, the transition to digital sales adoption has been marked by hurdles, ranging from faltered implementations to ineffective policies, and a lack of lasting achievements. Moreover, the critical need to synchronize employee roles and duties with digital decision-making processes looms large as an urgent priority. As detailed by the authors, this process underscores the intricate balance between technological advancement and organizational adaptation, emphasizing the necessity for strategic alignment and proper management of digital transformations within business models.

The author advocates for a multifaceted approach to address the challenges of digital transformation within organizations. Central to this strategy is the establishment of boundary spanners who are leaders that can navigate and foster collaborations between disparate groups while maintaining a balance of priorities. Additionally, the author suggests the formulation of a comprehensive plan incorporating a business case, complete with key performance indicators (KPIs), to be implemented by cross-functional teams possessing diverse skill sets. These teams must be capable of executing the plan and adapting their approaches to accommodate the evolving digital landscape. The salespeople must adjust their strategies to align with these digital changes, particularly in managing customer relationships. These recommendations are directly relevant to the business question posed in the final project, as they underscore the necessity of a cultural shift towards digital processes, necessitating team restructuring and enhanced skills training for employees.