Data governance

Based off the data received from the sponsor, data governance is an issue that has not been kept in the forefront of company data operations.

This is step 1. Informing about the importance of data governance and why clean data can bring so much to the table for a company.

Bring awareness to data governance

Why it is important

Saves time from data cleaning

Time = Money

Allows to jump right into analysis and forecasting

Better for dashboard performance

Notes

Our analysis of your data will show you what to focus on in order to land more clients

What is the average, min/max number of days from inquiry to calling back

Add pictures of the franchises in the slides

Goal is to triple the amount of conversions

Count number of "probabilities" in dataset. I think these are really just stages in the business relationship development.

Total number of records = 9400

New customers per year: 30-40

Active email contacts: 5000

Are these local or broad reach franchises?

$45k is the turnkey franchise plan

Add a year column (fiscal year?)

Lead Sources

Does the podcast generate leads?

Does YouTube generate leads?

What works? What doesn't?

Introduction

Make sure the introduction counts

Be clear and concise

Who are the primary competitors

What conventions are planned for 2025?

Products for Company

Data cleansing report card

Dashboard

At least clean up the states (done!)

Timeline for leads

Create data ranges for all stages (Find the bottlenecks)

Watch out for bad dates!

To Do:

Choropleth map by state

Group by State

Focus/Filter data just by landed contracts

Complete cleaning of the data

       Remove unnecessary columns

       Fix column headings

Begin Tableau dashboard

Data governance – 1 slide

Look forward

Label cold calls as such

Find days between phases

1. Data Cleaning and Integration

2. Presentation of EDA Findings (Both for overall contact list as well as contracts landed)

3. business questions (because of what EDA tells us)

4. Variables and Features that have the most impact on landing new contracts

5. Dashboard for moving forward - Data Governance should be mentioned. "We created this for you but it requires some formality in how data is entered."

6. what tools, models we will using and what can be expected