

ALY 6980 CAPSTONE PROJECT

Group 3: Pei-Yu Jheng, Shreeya Ambre,
Sean McLean, Ted Smith

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INTRODUCTION

- This is a great exercise to have an open opportunity to see what we find
- Areas to improve to pave the way for increased future successes
- Allows Big Sky to focus on the most important factors bringing new clients



Ready to grow your business? Focus on these 2 key factors!

KEY QUESTIONS

■ FOCUS AREAS FOR CLIENT ACQUISITION

Our analysis will highlight key areas to focus on for landing more clients

■ STATE/REGION IMPACT

Do certain states or regions influence the number of inquiries and probabilities in the dataset?

DATA PREPARATION AND ANALYSIS

Identify Trends and Patterns

After data cleanup and preparation, focus on key attributes to target potential clients

Comparison with External Datasets

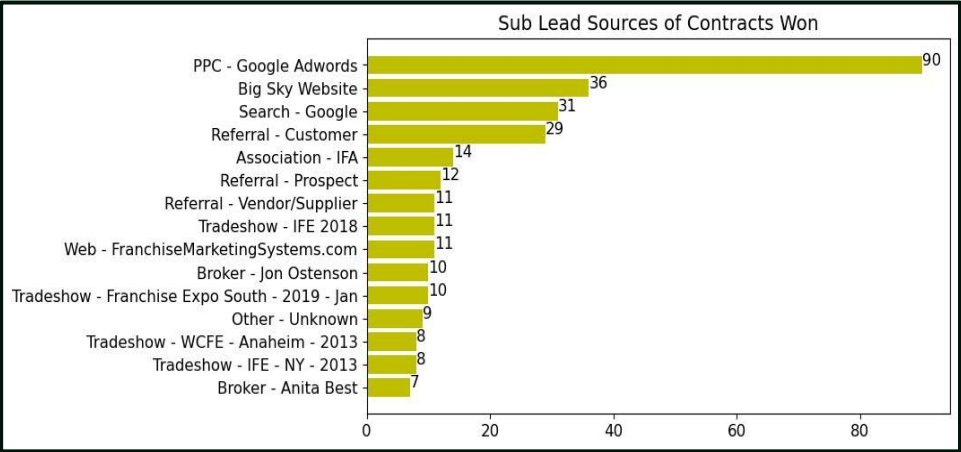
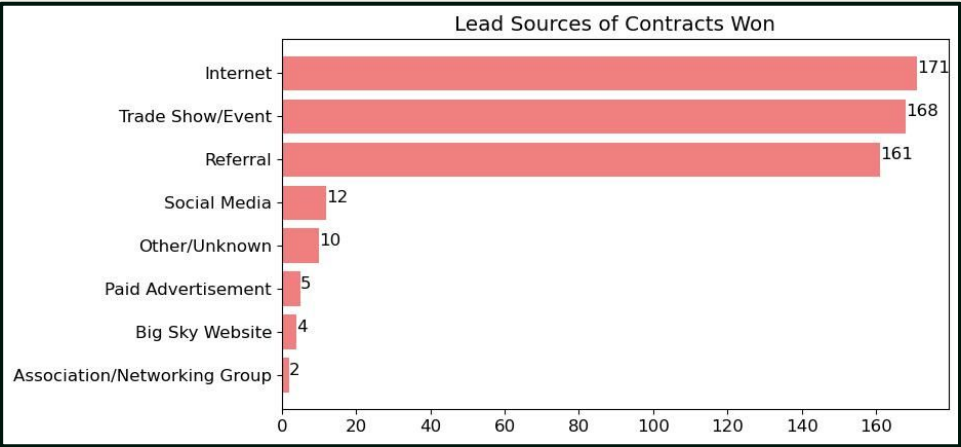
Evaluate similar external datasets for added insights

Examine Variable Relationships

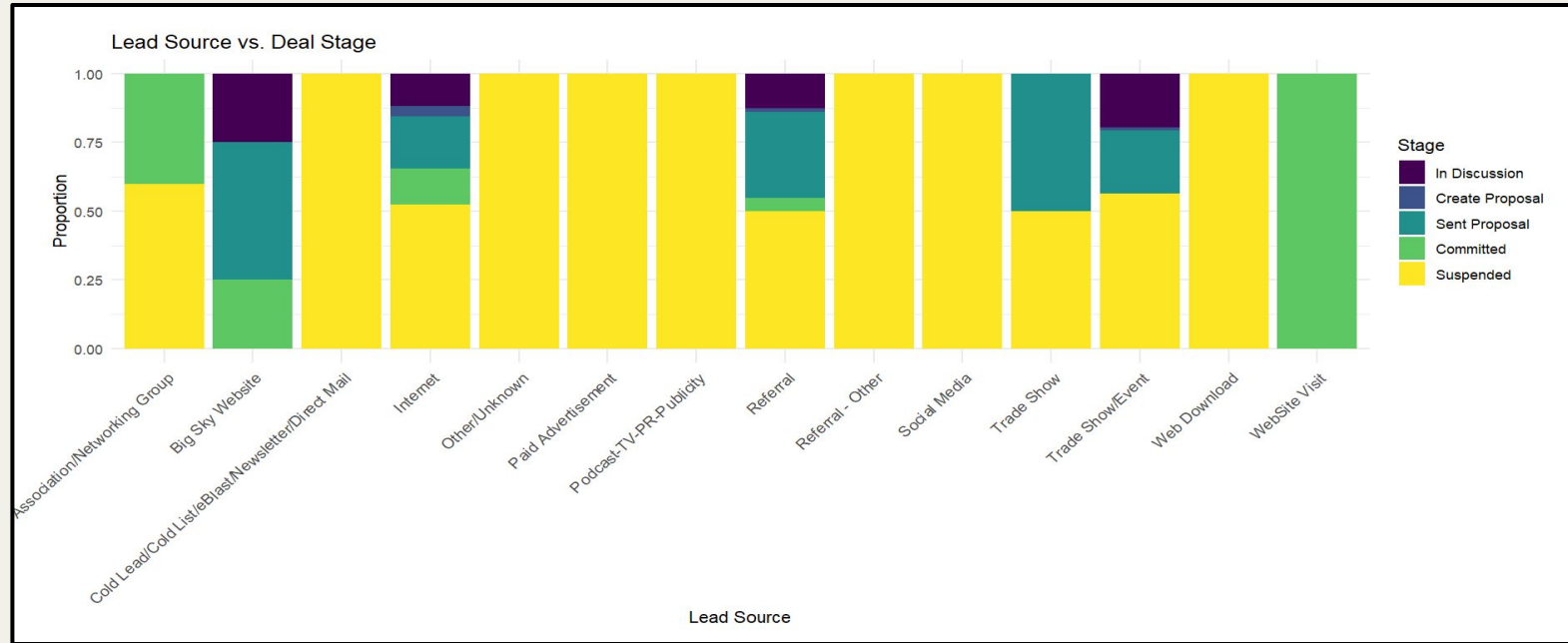
Examine correlations for business insights and addressing concerns

FOCUS ON THE SUCCESS

But break out the details in the Sub Leads

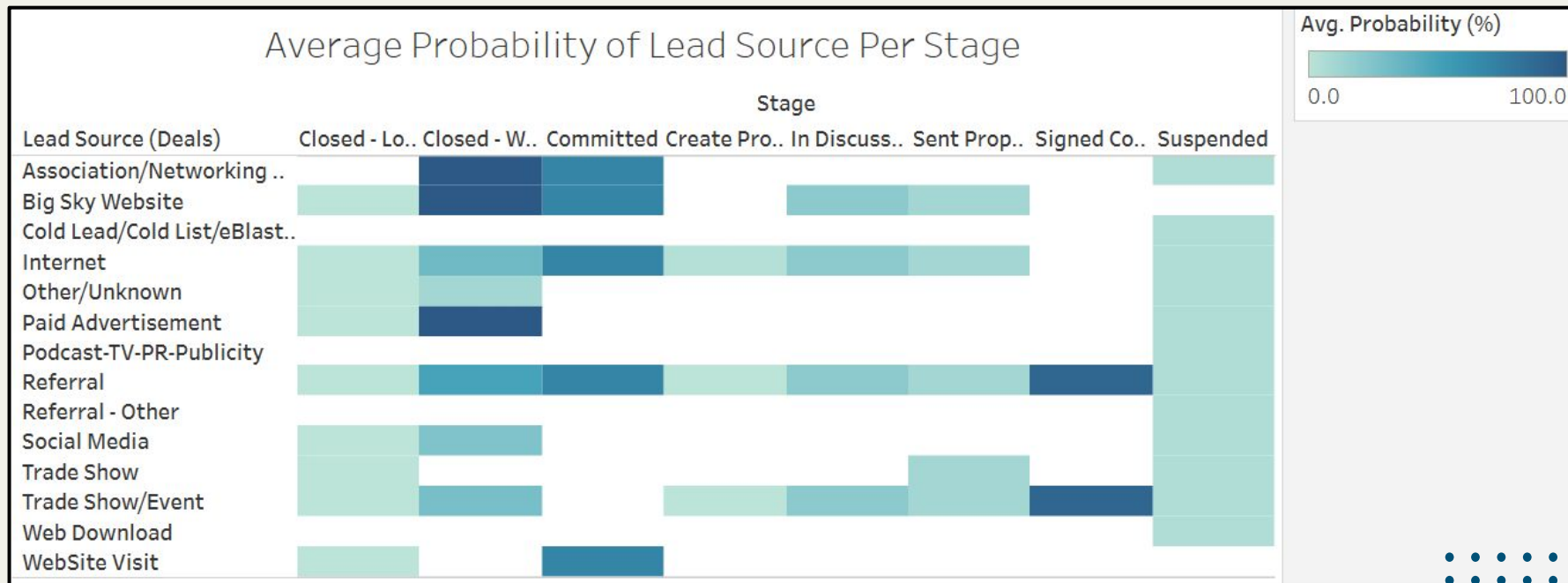


LEAD SOURCE VERSUS INITIAL DEAL STAGES



- No suspensions when going through the Big Sky website!
- Several lead sources have 100 percent suspension rates.

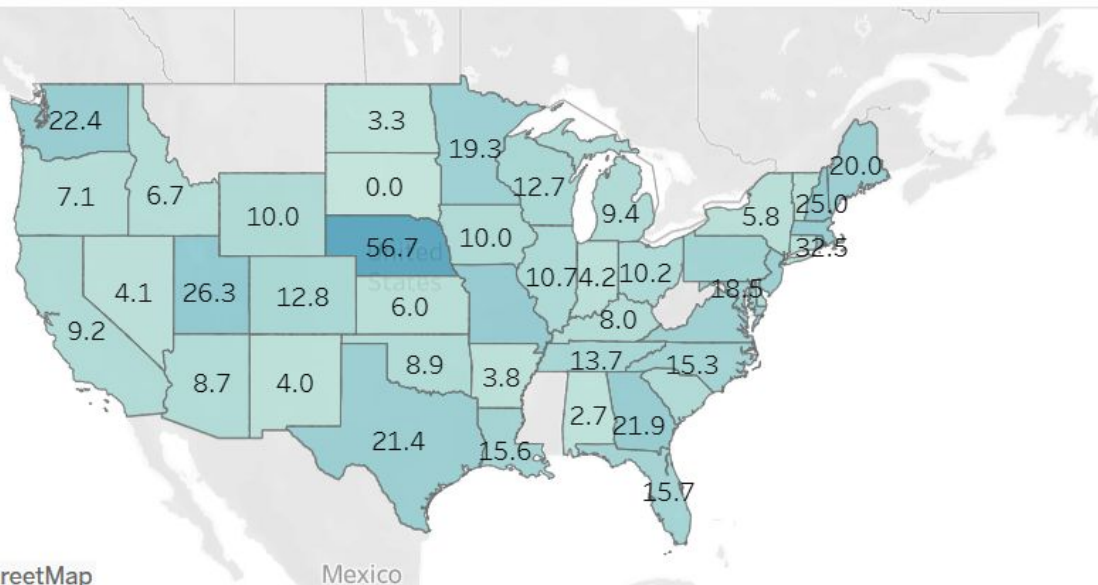
WHICH LEAD SOURCES PROGRESS THE MOST?



WHERE DEALS ARE MOST EFFECTIVE NATIONALLY

Average Deal Probability Per State

Avg. Probability (%)



FRANCHISING OVERVIEW

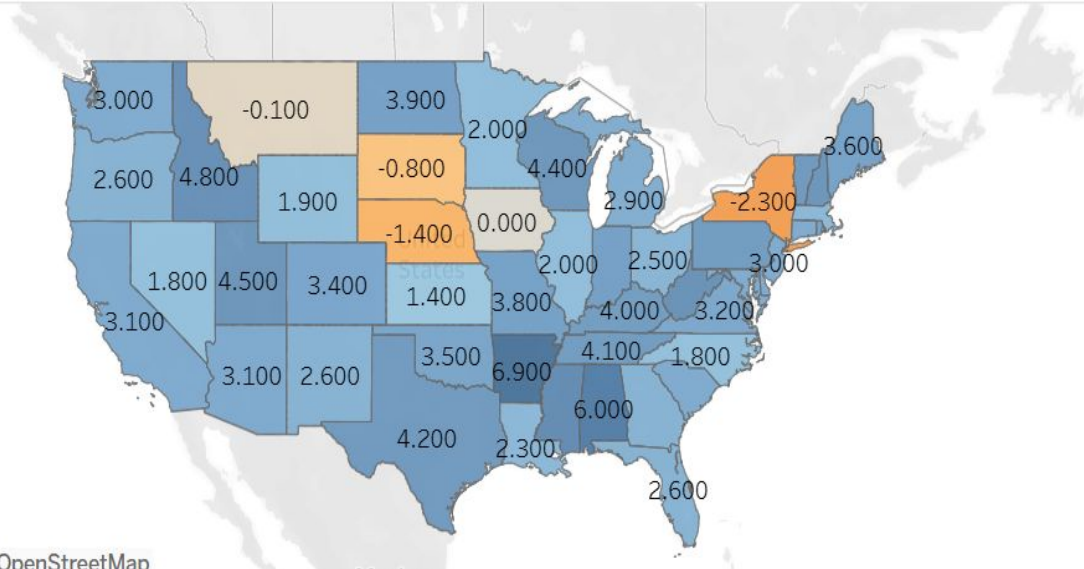
- 2.2 % Overall Growth in Franchising Industry.
- Overall increases in 2024 Forecasted Growth.
- Consumer behaviors impacting key sectors for 2024 predictions. (Barraan, J, 2024).

<i>Sector</i>	<i>2023 Establishments</i>	<i>2024 Forecasted Growth</i>	<i>2023 Output (\$ Billion)</i>	<i>2024 Forecasted Growth</i>
Business Services	102, 540	1.8 %	\$103.6	3.8 %
Commercial & Residential Services	79, 249	2.0 %	\$57.2	4.6%
Lodging	35, 850	0.9 %	\$93.0	4.5 %
Personal Services	120, 882	3.0 %	\$42.3	7.3 %
QSR's	195, 507	2.2 %	\$287.6	4.7 %
Real Estate	69, 083	0.7 %	\$63.0	2.8 %
Retail Food Products & Services	168, 446	2.1 %	\$133.6	3.1 %

Source: FRANdata, 2024 Franchising Economic Outlook



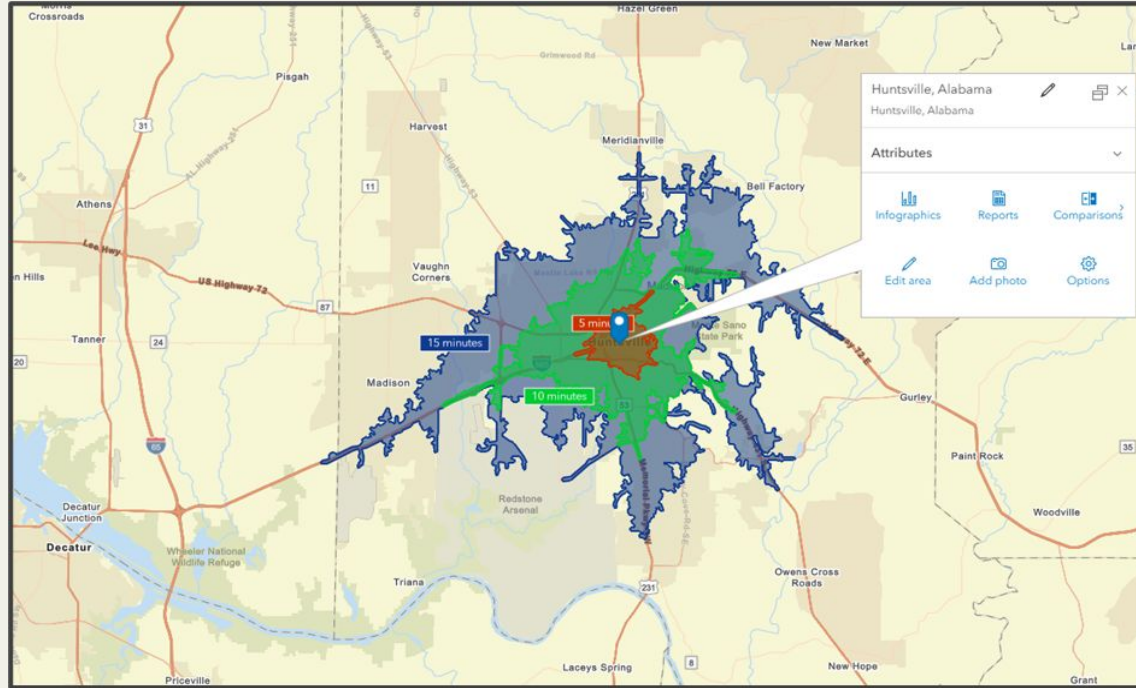
State GDP: Percent Change At Annual Rate, 2024:Q2 - 2024:Q3



© 2025 Mapbox © OpenStreetMap

- Stronger regions in the southeast, especially in Alabama, Arkansas, and Tennessee.
- Parts of the Midwest and New York show negative returns for the quarter.
- How can these recent number affect approaches toward franchising deals in the future?

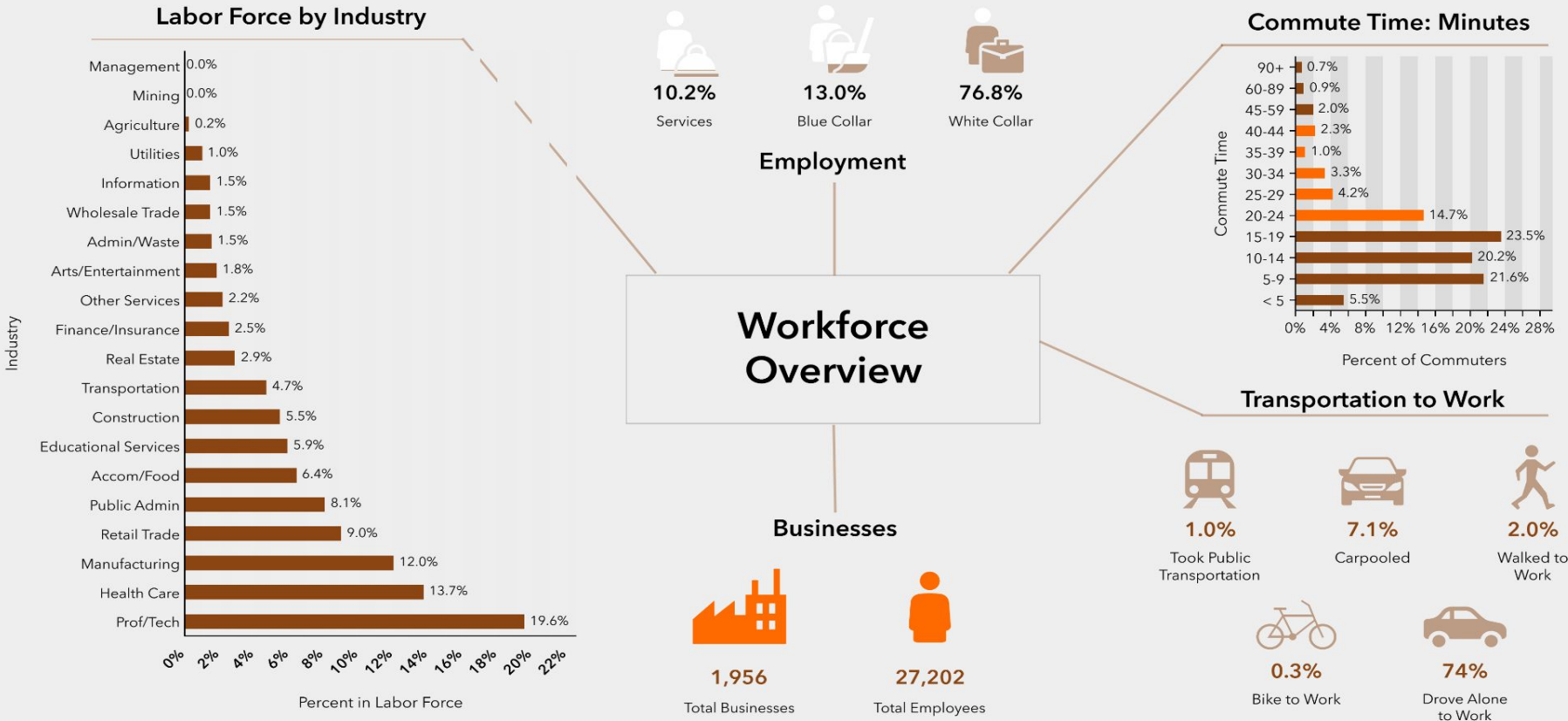
Huntsville, AL



Economic Development Profile

Huntsville, Alabama

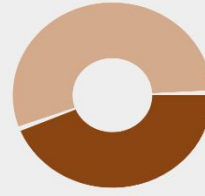
Drive time of 5 minutes



Source: This infographic contains data provided by Esri (2024), Esri-Data Axle (2024), ACS (2018-2022), Esri-U.S. BLS (2024), AGS (2024).

Home Ownership

55.5%

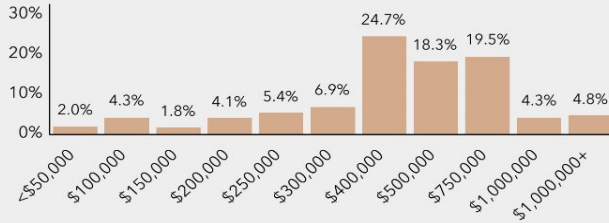


Owner Occupied HUs Renter Occupied HUs

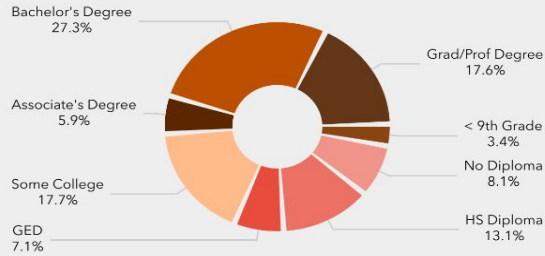
Household Income



Home Value



Educational Attainment



Community Overview

Key Facts

6,625	78	1,035
Total Housing Units	Housing Affordability Index	Households Below the Poverty Level
40.7	\$58,557	12,858
Median Age	Median Disposable Income	Total Population
102	55	233
Wealth Index	Diversity Index	Total Crime Index

Tapestry segments

	Exurbanites 1,183 households	20.5% of Households	▼
	Emerald City 943 households	16.3% of Households	▼
	Social Security Set 747 households	12.9% of Households	▼



NEXT STEPS



- 01 Designing Customer Management Accounts
- 02 Data Collection methods to gain important metrics
- 03 Creating interactive dashboards for data insights
- 04 Presenting a plan and solution for long term growth

Thank You!

