Group Questions/Ideas

Tool to keep track of customers' accounts including life cycle, location, and other details information.

Try using Streamlit.

Try using vector tiles for coding in R.

Look at correlations between conferences and successes.

Look at Lead Source and Lead Sub Source columns.

How long does it take to reply after receiving a request for information?

How long does it take to establish different parts of the business relationship?

Business question: To project Big Sky forward, we must address distractions in the data. Things that are either irrelevant, wrong, or omitted weaken any analysis.

Look at the clients that BS has landed and see where they are and how they got here.

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

Dashboard for moving forward – data governance should be mentioned.

Business question for Big Sky: How much time do you spend on the podcast? Are the actual podcast numbers any better?

For presentation: watch the time, look for more substances on the slides, and flip the sort order of the horizontal bar charts (longer bars on top).

It will be helpful to know what the average sales cycle is to see if we need to change this.

Discussion Post Suggestions/Ideas

1. Look at Big Sky's website!
2. Study the franchising industry/sector!
3. As you develop performance dashboards, consider how these tools can be optimized to not only track but also predict trends that affect sales and customer retention.
4. The sponsor wants to understand how sales trends correlate with their podcasts and events, as well as how long customers typically stay engaged before opting out. Your insights into benchmarking, KPIs, and predictive analytics could be instrumental in addressing these questions.

One suggestion to enhance your methodology is to explore benchmarking practices in franchise consulting. According to Michael (2022), benchmarking against industry leaders helps firms adopt best practices and improve operational efficiency. Identifying key performance indicators

(KPIs) across franchise success rates, client retention, and expansion models could refine your SWOT analysis and overall research strategy.

Additionally, a study by Perrigot et al. (2021) emphasizes the importance of digital tools in franchise growth strategies. You could explore how technology-driven franchise management impacts operational success. Integrating CRM and data analytics tools into your strategy assessment could provide actionable insights for Big Sky Franchise Team's long-term improvements.

The impact of emerging technologies like AI and blockchain on franchise operations could revolutionize how franchises manage their businesses and interact with customers. Cross-cultural challenges in technological adoption for international franchises present unique obstacles that franchisors must navigate when expanding globally. Additionally, the role of data privacy regulations in shaping franchise technology strategies is becoming increasingly crucial in our data-driven world.

One area you could explore further is the role of AI-driven analytics in digital franchise platforms. Beyond data availability, predictive modeling and AI-powered recommendation systems could further enhance franchise matchmaking and lead conversion. Studies like Patel & Rao (2023) discuss how machine learning algorithms can improve franchise success rates by analyzing market trends and consumer behaviors. Additionally, Chen et al. (2022) explore how natural language processing (NLP) can automate customer inquiries and streamline franchise recruitment processes.

Do you think incorporating AI-based insights into digital platforms like FranchiseGlobal.com could make franchise selection and decision-making even more efficient?

Presentation Tips

1. Make sure your data can be seen
2. Focus most on the points your data illustrates

When you connect data to the essential points it supports, the transition should be explicit and sound like this:

- "This data shows…"

- "This chart illustrates…"

- "These numbers prove…"

These transitions can be as important as the conclusions themselves, because you're drawing the audience's attention to those conclusions.

3. Share one — and only one — major point from each chart.
4. Label chart components clearly
5. Visually highlight "Aha!" zones

But the best presenters do all the above AND visually highlight the "Aha!" zone itself with a circle or shading to reach the differentiated (aural, verbal, visual) learners in their audience, as well as to triple-reinforce the most important data takeaways.

6. Write a slide title that reinforces the data's point.
7. Present to your audience, not to your data
8. Simplify your approach
9. Get to the point
10. Put the complexity in perspective
11. Check out the Toastmasters website for tips
12. Use awesome data visualizations
13. Choose the right presentation software
14. Know your audience
    - What are the decisions being made by your audience, and what do they already know versus what they need to know? You need to tailor your insights and visualizations directly to help them make the decisions they're responsible for.
    - How will you break down the text versus the graphics? This day in age, with everyone in a time-crunch, it can be best to aim for 80% graphics compared to 20% text, or at least something close to those estimates.

15. Tell a story
    - When you're giving a presentation, even if it's filled with numbers and data, you want to think of yourself as a storyteller. You want to take your findings, and weave them into something cohesive with a beginning, middle, and end. Keep your visualizations simple and ensure that they work with the story to deliver overall findings. Work on presentations with a logical flow from the beginning to the end, and don't make your audience come to their own conclusions. Those conclusions are ultimately part of the story you're telling. Finally, most presentations fall flat because of too much information rather than too little. Go through every slide and make sure that it fits with your story and tells something that your audience absolutely needs to know to understand the story.