

ALY 6980 CAPSTONE PROJECT

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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



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

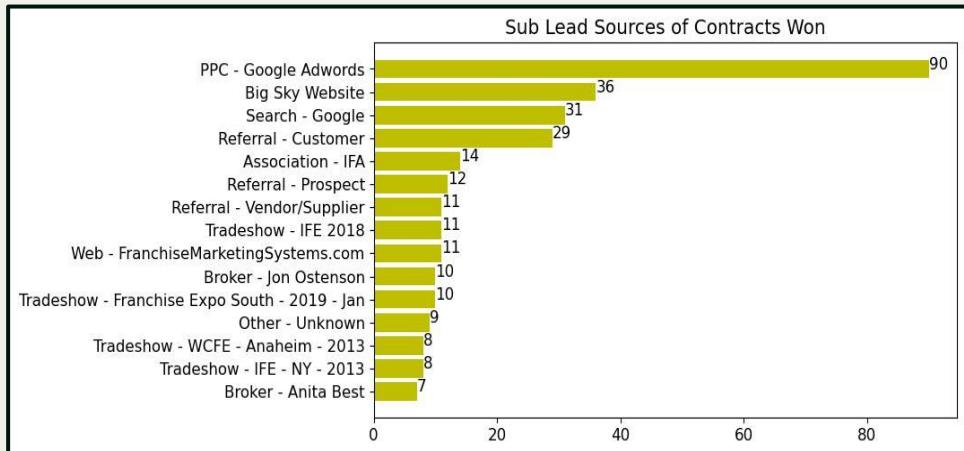
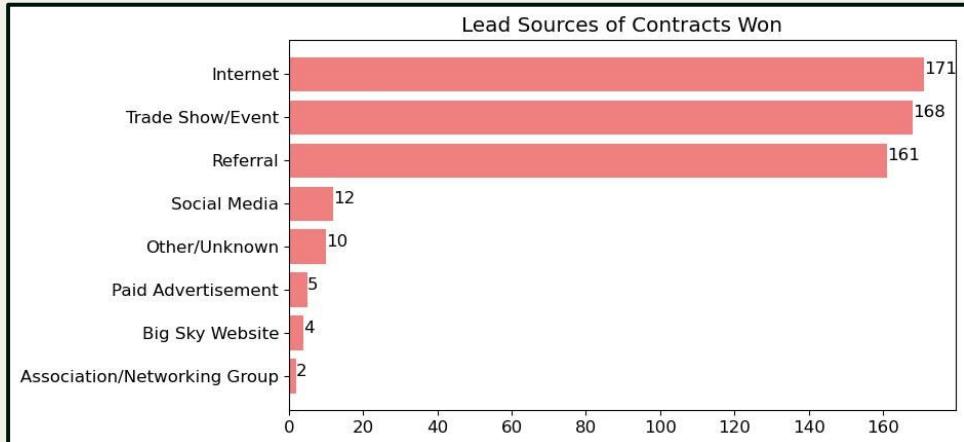
Evaluate similar external datasets for added insights

Examine Variable Relationships

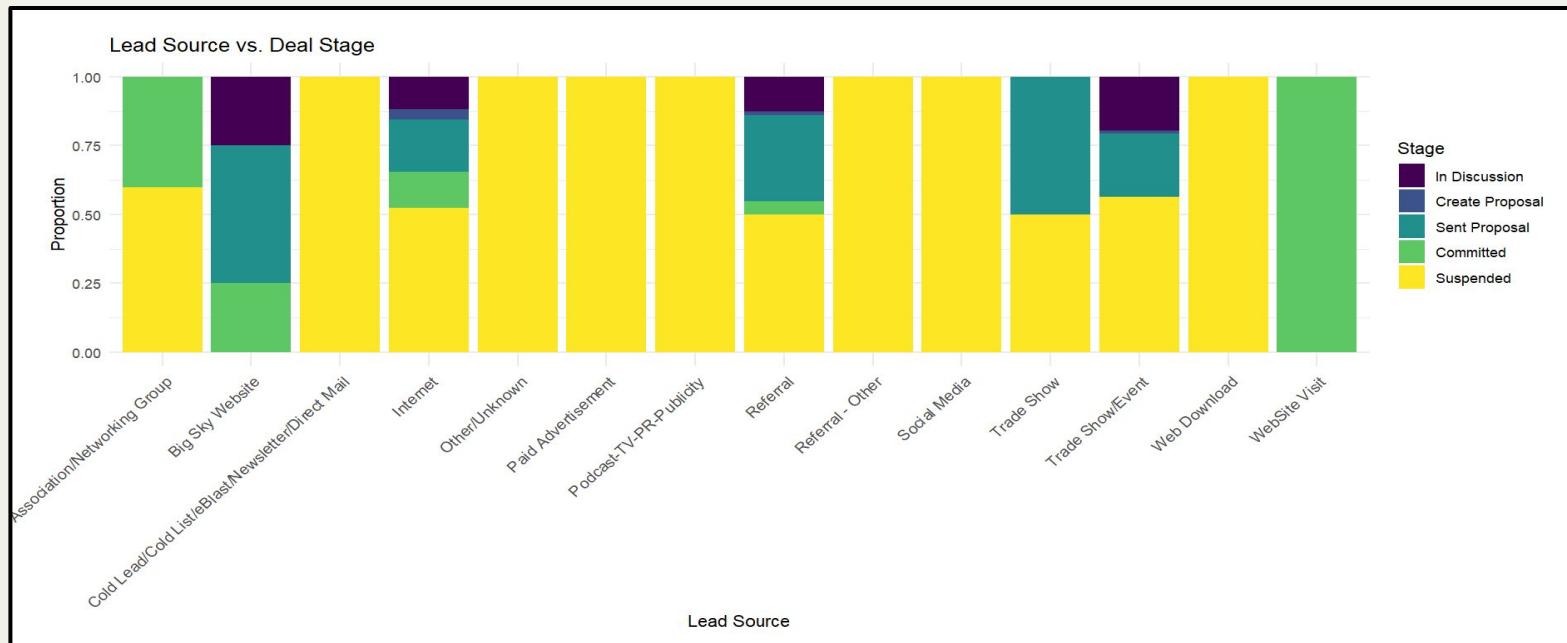
Examine correlations for business insights and addressing concerns

FOCUS ON THE SUCCESS

But break out the details in the Sub Leads

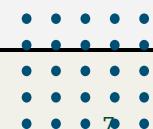
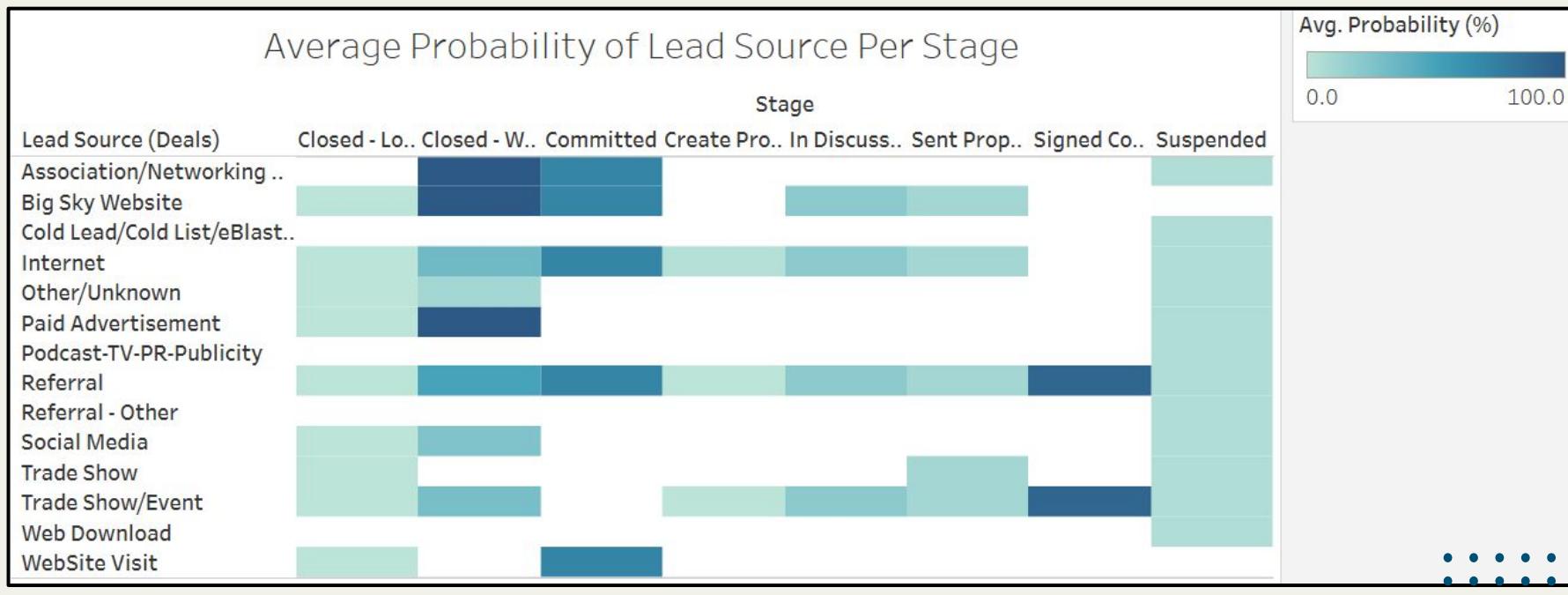


LEAD SOURCE VERSUS INITIAL DEAL STAGES



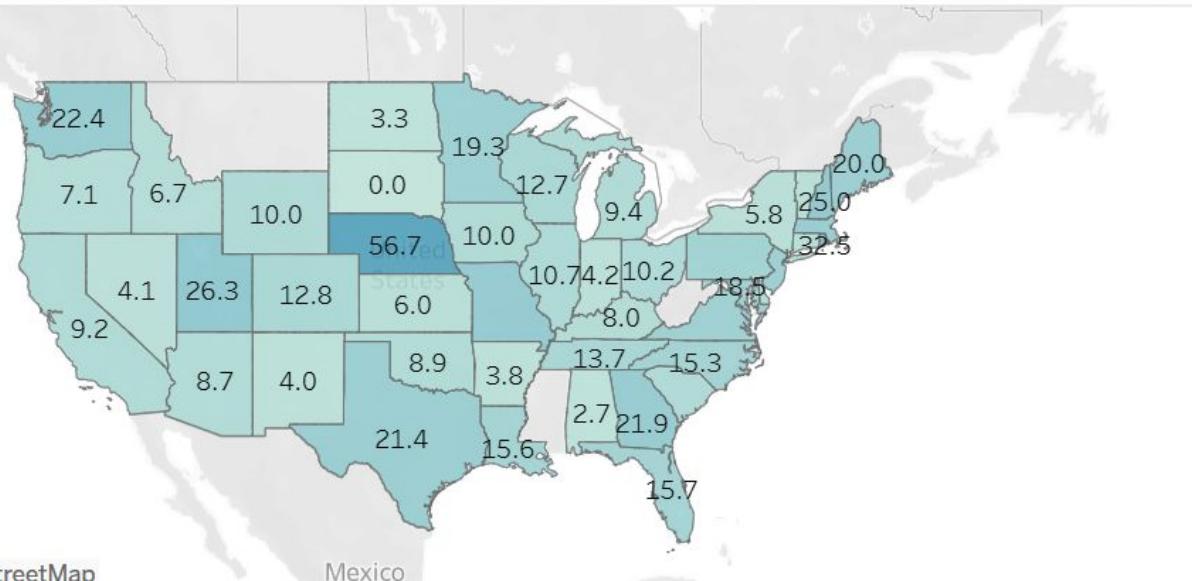
- No suspensions when going through the Big Sky website!
- Several lead sources have 100 percent suspension rates.

WHICH LEAD SOURCES PROGRESS THE MOST?



WHERE DEALS ARE MOST EFFECTIVE NATIONALLY

Average Deal Probability Per State



Avg. Probability (%)

0.0

100.0

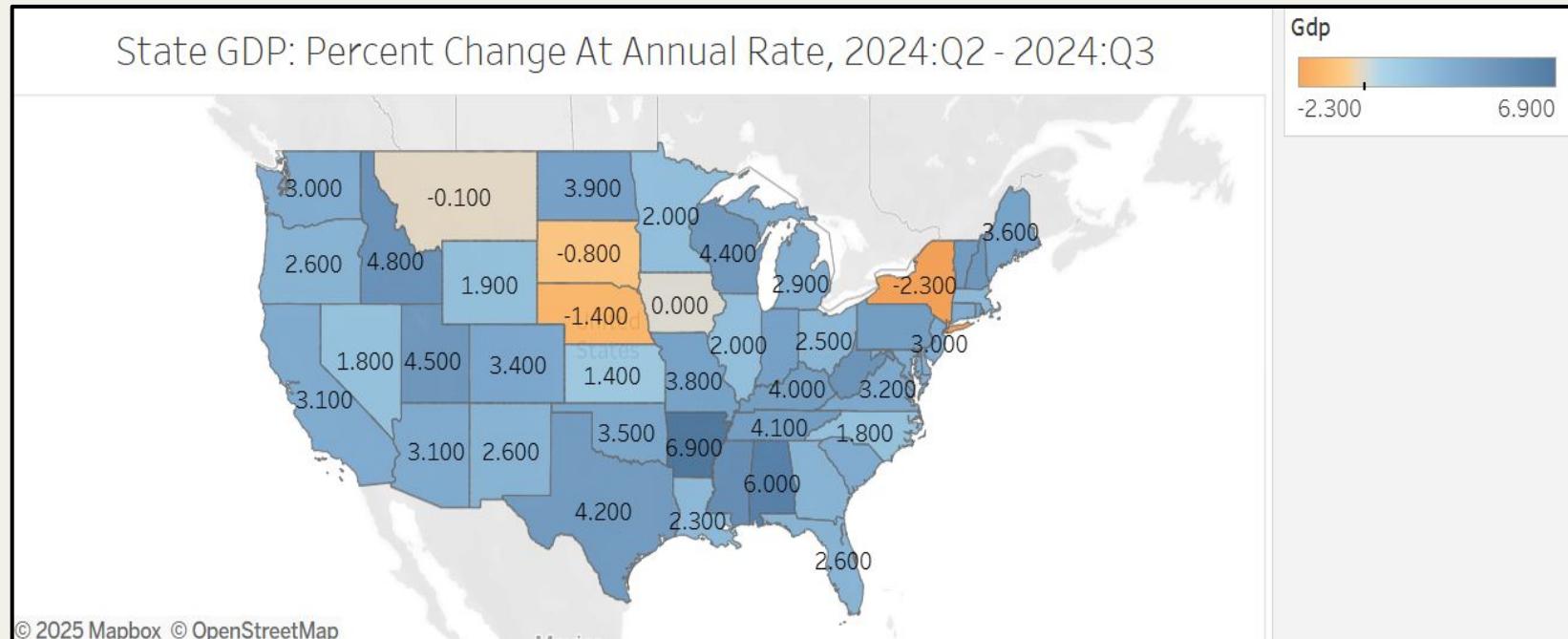
FRANCHISING OVERVIEW

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

Sector	2023 Establishments	2024 Forecasted Growth	2023 Output (\$ Billion)	2024 Forecasted Growth
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 %

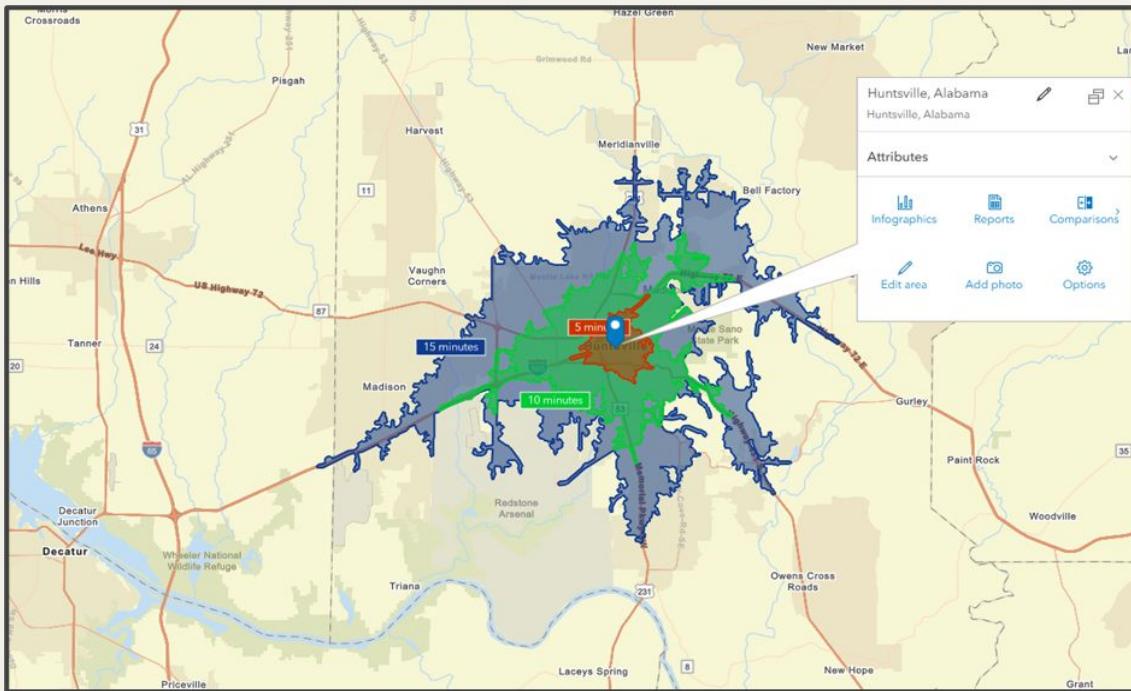
Source: [FRANdata](#), 2024 Franchising Economic Outlook





- 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 numbers affect approaches toward franchising deals in the future?

Huntsville, AL

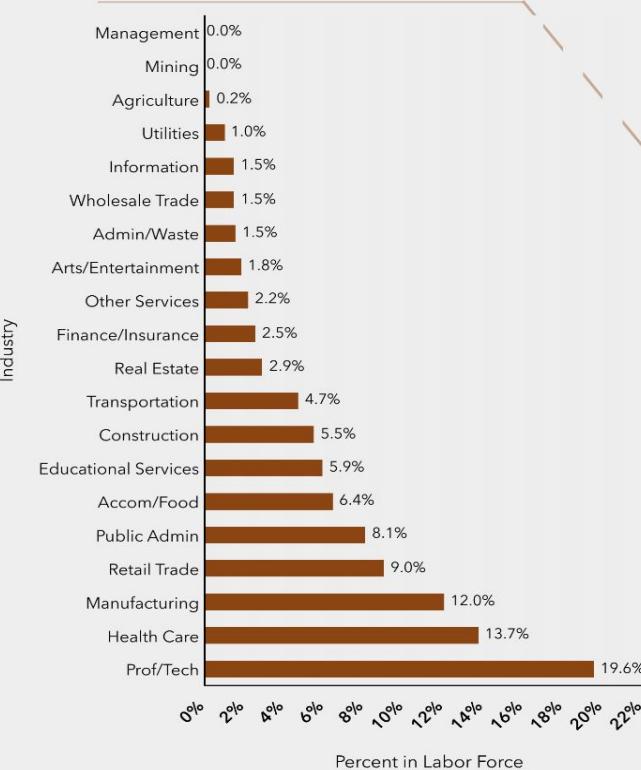


Economic Development Profile

Huntsville, Alabama

Drive time of 5 minutes

Labor Force by Industry



10.2%
Services

13.0%
Blue Collar

76.8%
White Collar

Employment

Workforce Overview

Businesses



1,956

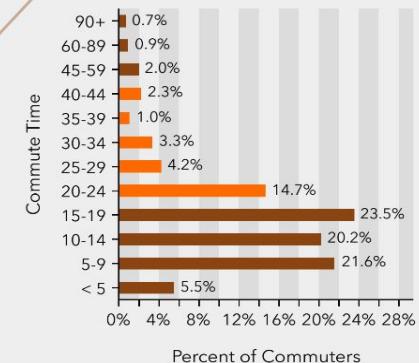
Total Businesses



27,202

Total Employees

Commute Time: Minutes



Transportation to Work



1.0%
Took Public Transportation



7.1%
Carpooled



2.0%
Walked to Work



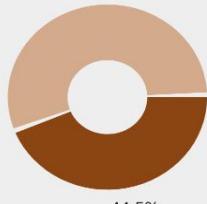
0.3%
Bike to Work



74%
Drove Alone to Work

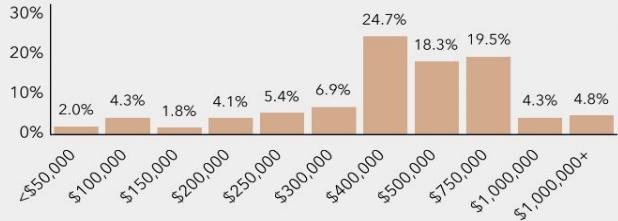
Home Ownership

55.5%



● Owner Occupied HUs ● Renter Occupied HUs

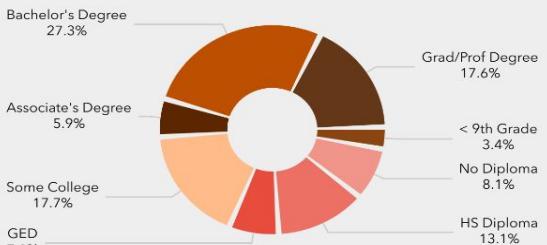
Home Value



Household Income



Educational Attainment



Community Overview

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

6,625

Total Housing Units

78

Housing Affordability Index

1,035

Households Below the Poverty Level

40.7

Median Age

\$58,557

Median Disposable Income

12,858

Total Population

102

Wealth Index

55

Diversity Index

233

Total Crime Index



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!

