**PROBLEM STATEMENT**

**1. Revenue & Performance Issues**

* Revenue by Region
* Revenue by Department
* Revenue by Client
* Quarterly Volatility and Growth Fatigue
* Revenue Volatility & Dependency Problem
* Forecast vs. Execution Gap

**2. Operational & Structural Challenges**

* Departmental Imbalances
* Regional Disparities
* Operational Inefficiency from Outliers
* Structural Inefficiency Problem
* Execution & Capacity Problem

**3. Client & Market Risks**

* Client Retention Risks
* Client Value & Retention Problem
* Client Retention vs. Predictive Lifetime Value

**4. Strategic Alignment Problems**

* Model vs. Departmental Realities
* Regional Outcome Misalignments
* Quarterly Performance Gaps
* Forecast Translation Problem
* Strategic Misalignment Problem
* Quarterly Momentum Problem (Model General Performance)