BUSINESS DATA INSIGHTS

Foundational Data Collection & Management

- ⬤ Generally interested in the topic
- ⬤ What types of data should we collect?
- ⬤ How should we structure & store our data?
- ⬤ How do maintain accurate, complete data?
- ⬤ Who should manage our data?
- ⬤ How do we protect sensitive data?

Growth & Revenue Optimization

- ⬤ Generally interested in the topic
- ⬤ How can we increase revenue?
- ⬤ What prices will maximize our sales?
- ⬤ Which products/services underperform?
- ⬤ How do we identify our most profitable customers?

Customer Acquisition & Retention

- ⬤ Generally interested in the topic
- ⬤ What drives customer churn?
- ⬤ How can we reduce churn?
- ⬤ How can we improve client engagement?
- ⬤ How can we improve conversion rates?
- ⬤ How can we increase customer LTV?

Marketing Effectiveness

- ⬤ Generally interested in the topic
- ⬤ Which campaigns deliver the highest ROI?
- ⬤ How are marketing channels performing?
- ⬤ How can we better segment our audience?
- ⬤ What customer behaviors predict loyalty?
- ⬤ What customer behaviors predict conversion?

Operational Efficiency

- ⬤ Generally interested in the topic
- ⬤ Where can we reduce operational costs?
- ⬤ How do we optimize our supply chain?
- ⬤ What are the root causes of delays, errors, or inefficiencies in our processes?
- ⬤ How can we optimize inventory mgmt?

Financial Performance & Risk Mgmt

- ⬤ Generally interested in the topic
- ⬤ How accurate are our financial forecasts?
- ⬤ How can we improve the forecasts?
- ⬤ What are the key financial risks?
- ⬤ How can we mitigate these risks?
- ⬤ How do our metrics compare to others?

Product Dev. & Innovation

- ⬤ Generally interested in the topic
- ⬤ What features or products should we prioritize based on feedback & usage data?
- ⬤ How can we predict an offering's success?
- ⬤ What emerging trends should inform our product/service roadmap?

Talent & Workforce Analytics

- ⬤ Generally interested in the topic
- ⬤ How can we retain employees?
- ⬤ What factors contribute to employee turnover?
- ⬤ How effective are our training programs?
- ⬤ How can we identify high-performing employees?