



# Alpha Data

## STRATEGIES

### CASE STUDY PORTFOLIO

#### COMPANY PROFILE

Growth-phase company providing multiple products to start-up companies

#### GOAL

Gain deeper understanding of unit economics for scaling

#### WHAT WE DID

- ✓ Data discovery
- ✓ Data visualization
- ✓ KPI development
- ✓ Dashboard creation

#### PROJECT IDEAL FOR

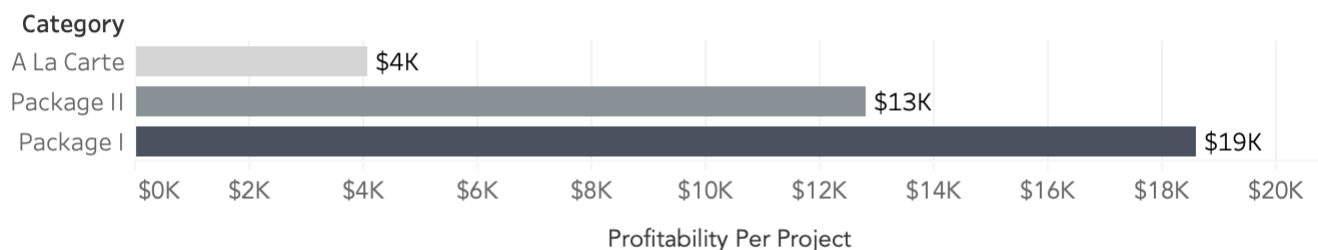
- Businesses that want to gain a deeper understanding of actual profitability
- Businesses that want to increase profitability

#### OUTCOME

- ✓ Determined profitability per project
- ✓ Gained understanding of how many projects needed per month to maintain profitability
- ✓ Provided insights for hiring, scaling, and overall company growth

#### SAMPLE VISUALIZATION

#### Profitability by Project Type



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## STRATEGIES

### CASE STUDY PORTFOLIO

#### COMPANY PROFILE

Urgent care clinic with stalled growth

#### GOALS

- Determine contributing factors to stalled growth
- Implement a solution to stalled growth

#### WHAT WE DID

- ✓ Data discovery
- ✓ Data visualization
- ✓ Creation of optimal staffing model

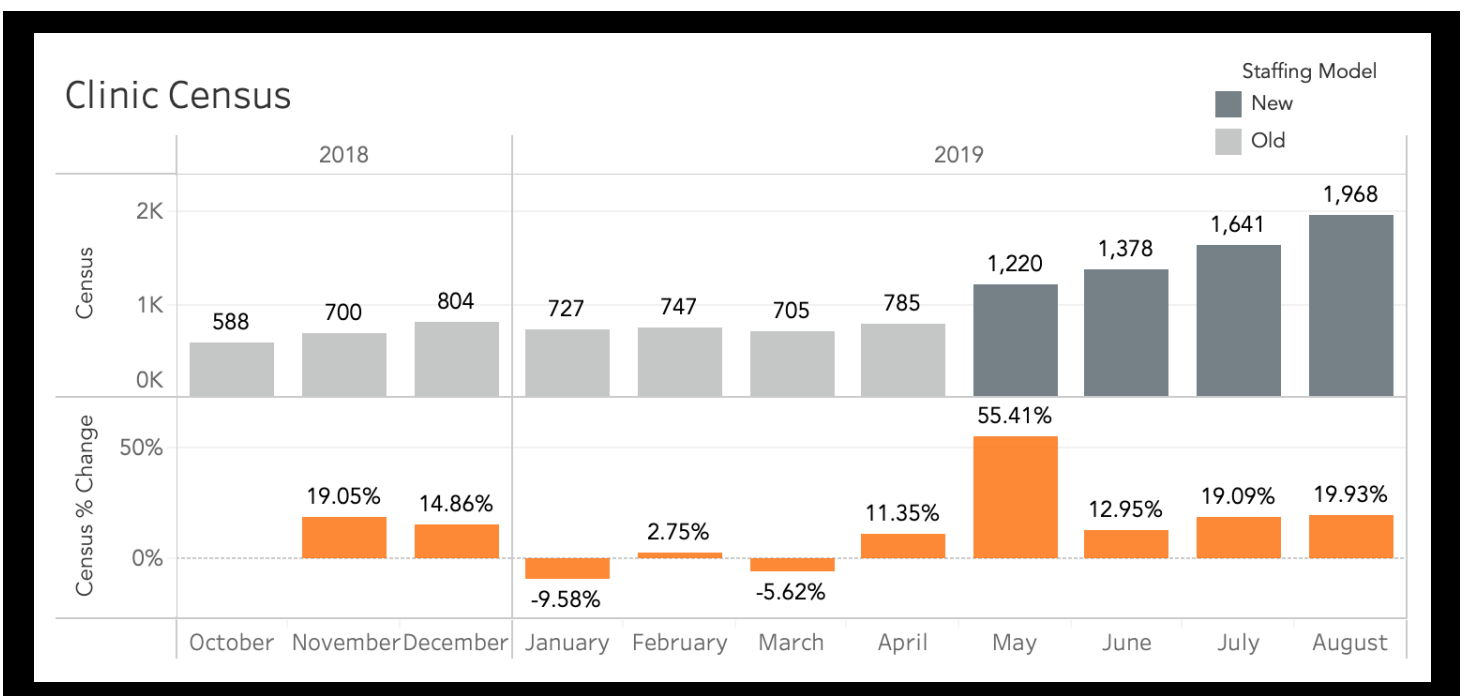
#### PROJECT IDEAL FOR

- Companies which have hit an unexplained plateau in growth
- Businesses that need to improve the existing staffing model

#### OUTCOME

- ✓ Increased patient census by 50% within one month
- ✓ Decreased overtime costs by 75%
- ✓ Improved patient and staff satisfaction

#### SAMPLE VISUALIZATION



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## STRATEGIES

### CASE STUDY PORTFOLIO

#### COMPANY PROFILE

B2B services company in growth stage

#### GOAL

Understand how to maximize profitability per client

#### WHAT WE DID

- ✓ Data discovery
- ✓ Data visualization
- ✓ KPI development
- ✓ Dashboard creation

#### SAMPLE VISUALIZATION

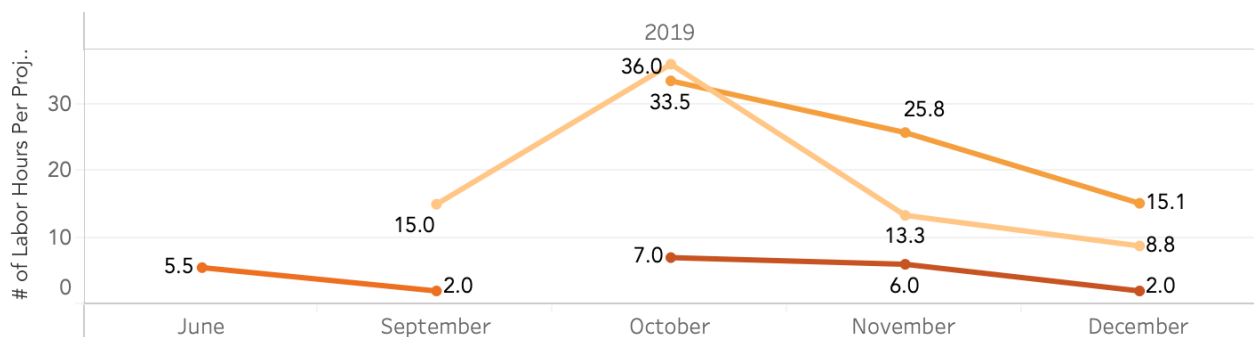
#### PROJECT IDEAL FOR

- Businesses where the highest percentage of cost is driven by labor hours
- Businesses that want to track productivity

#### OUTCOME

- ✓ Main driver of profitability found to be employee/contractor productivity
- ✓ Determined overall productivity per project
- ✓ Trended productivity by employee
- ✓ Provided insights into effectiveness of newly-implemented training program

Trending Number of Hours Per Project By Employee



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