



ANALYTIC
VIZION

Driving Strategic Growth Through Scalable Profitability Insights

Analytic Vizion partnered with a national franchise to deliver scalable data tools and visualizations that empowered leadership to analyze profitability, compare store performance, and make more informed, strategic decisions.

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Establishing trust with the client allowed us to move quickly, align on strategic priorities, and deliver insights that empowered leadership to make data-driven decisions with confidence.

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Analytic Vizion

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THE CHALLENGE

As a national franchise experienced rapid expansion, its leadership team faced a growing need for clarity around store-level profitability. With hundreds of locations opening across a wide range of markets—from dense urban centers to smaller regional areas—it became increasingly difficult to assess performance in a consistent and strategic way.

The organization needed to answer high-stakes questions:

- Which stores are truly profitable, and how do they compare in context?
- Are newly opened locations negatively impacting nearby stores?
- How can insights be scaled to support both executive strategy and local operational coaching?

Existing tools and processes lacked the flexibility to compare stores fairly or provide the level of granularity needed by both leadership and franchise support teams. Without a standardized way to analyze performance, decision-makers risked misinterpreting results, missing opportunities, and slowing growth.

TOOLS & TECHNOLOGY



OUR APPROACH

Stakeholder Engagement: Regular weekly check-ins ensured consistent communication, quick decision-making, and transparency throughout the project.

Vision and Milestone Mapping: Leveraged a custom goal-mapping framework to define strategic objectives, outline current challenges, and chart progress through clearly defined delivery stages.

Iterative Solution Development: Delivered an agile roadmap with structured checkpoints for onboarding, data exploration, validation, and visualization—ensuring alignment at every stage.

Dual-Purpose Toolset: Developed two key deliverables: a high-level executive dashboard for strategic decision-making and a detailed operational tool to support field-level coaching and oversight.

THE RESULTS

Analytic Vizion delivered a suite of data-driven tools that enabled the organization to monitor, compare, and act on profitability metrics across its growing store network. The impact of the work was both strategic and operational:

- **Profitability Comparison Framework:** Created a methodology to compare stores by similar characteristics—ensuring accurate, context-aware performance analysis across markets.
- **Cannibalization Insights:** Provided visibility into the potential impact of store proximity on sales performance, supporting more informed site planning and market expansion decisions.
- **Operational Enablement:** Delivered tools tailored to support field leaders responsible for overseeing regional store performance, enabling more effective coaching and decision support.

By consolidating analytics and visualization responsibilities within a single resource, Analytic Vizion also provided cost efficiency and reduced internal workload—creating added value beyond the insights themselves.