



ANALYTIC  
VIZION

## Creating Clarity from Scratch: Enabling Strategic Insight for a New Business Division

A newly formed division launched a strategic offering but lacked the analytics foundation to track progress or guide decisions. With no baseline metrics, unclear data ownership, and pressure to deliver insight quickly, the team needed direction. Analytic Vizion partnered with a global QSR enterprise to define key measures, align stakeholders, and deliver dashboards that brought clarity, confidence, and momentum.

“They were launching something brand new, with no blueprint and no baseline. We helped our client figure out what questions to ask, who to ask, and how to move forward.

**AURIA MORROW**  
Solution Architect, Analytic Vizion



### THE CHALLENGE

A newly launched division of a global QSR enterprise was tasked with delivering on a bold new strategy. But the team had no way to measure whether it was working. There were **no baseline metrics, no reporting infrastructure, and no alignment on what success looked like.** The team inherited a few pipelines and tools from the broader organization, but those assets did not match the division's goals. Analysts were already stretched thin. Many were unfamiliar with the tools they had and unclear on who owned what data.

Leadership needed insight to guide high-stakes decisions. **Without a foundational strategy, there was a real risk of making poor choices based on incomplete or misunderstood information.**

The division needed to stand up analytics quickly or risk losing momentum, wasting resources, and eroding trust from executive stakeholders.

### TOOLS & TECHNOLOGY

**Alteryx:** Served as the starting point for data pipelines, inherited from the parent organization and familiar to the internal analytics team.

**Databricks:** Introduced as the team matured, enabling scalable data engineering, automation, and advanced transformation workflows.



### OUR APPROACH

We helped the client align on what mattered first so they could move with purpose.

Analytic Vizion facilitated collaborative sessions to define business questions, uncover stakeholder ownership, and map out what “good” would look like. Early delivery focused on tools the team already knew, reducing friction while building trust. As clarity grew, we introduced modern platforms to support automation and scale.

Key steps included:

- **Aligning stakeholders on strategic KPIs:** Grounding everyone in the same goals to reduce confusion and rework later
- **Documenting metric definitions and data ownership:** Creating a living reference that supported onboarding, iteration, and scale
- **Using existing tools (e.g., Alteryx) to deliver early wins:** Building trust and momentum without disrupting capacity
- **Gradually transitioning to scalable platforms (e.g., Databricks):** Enabling automation and future-proofing the architecture
- **Building dashboards to support decision-making in real time:** Ensuring leadership could see and act on performance with confidence

### THE RESULTS

In under 90 days, the division went from having no reporting structure to operating with a foundation built for insight, alignment, and long-term growth.

- Executive-ready dashboards tailored to new KPIs
- Clear ownership of data pipelines and metric logic
- Documented definitions to reduce confusion and rework
- Scalable tooling introduced at the right time
- Analysts empowered to support leadership with confidence

What began as a blank slate became a living analytics function ready to grow with the business.