"Strategic Technological Advancements for a Premium BI Brand"

<u>Project Description:</u>

This project aims to explore and identify key technological improvements and strategic decisions necessary for positioning our company as a premium brand in the Business Intelligence (BI) sector. The focus will be on leveraging artificial intelligence, evaluating the make-or-buy decision for BI tools, and implementing systems to manage pipeline versus capacity. Additionally, the project will develop a model to link revenue growth with capacity needs, facilitating effective team scaling.

<u>Further Questions:</u>

1. **Technological Improvements:**

   o What emerging technologies in BI should we consider adopting to enhance our premium brand status?

   o How can we integrate these technologies into our existing infrastructure without disrupting current operations?

2. **Role of AI:**

   o What specific AI applications can provide the most value to our BI offerings?

   o How can AI improve our data analytics capabilities and customer insights?

3. **Make or Buy Decision:**

   o What are the pros and cons of developing our own BI tools versus purchasing existing solutions?

   o How do the costs and benefits compare over the short and long term for both options?

4. **Pipeline vs. Capacity Management:**

   o What are the best practices for managing pipeline and capacity in a BI company?

   o Which internal systems or tools can help us optimize this management?

5. **Revenue Growth and Capacity Model:**

   o What factors should be included in a model linking revenue growth to capacity needs?

   o How can we ensure the model is flexible and scalable as our company grows?

6. **Designing Visualizations and Reports:**

   o What are the best practices for designing attractive, harmonized, and readable visualizations and reports?

   o How can we ensure consistency and clarity across all our reports?

7. **Skill Gaps:**

   o Where are the biggest skill gaps within our team that need to be addressed to offer a better product?

   o What training or hiring strategies can we implement to fill these gaps effectively?