



Top Tips for Turning Information into Insights

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**Information is a
commodity!**

Can you be
replaced?





Our clients are drowning in information!

DIY Research



What's Your Value?



SHOW AND TELL



Information → **Insights**



Wisdom

Knowledge

Information

Data

Info Analyst

Patterns

Information flow

Comparisons

Relationships

Format for usability

“SO WHAT?”

Where do I start?





#1 START WITH THE BASICS

Listen and learn

Reference interview

Informational interviews

Project follow-up



\$64,000 QUESTION

HOW WILL THE INFORMATION BE USED?

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Today's date

Name

Company

Address

Address

Re: XXX Research

Client name,

Following is the Market Profile for XXX project. In this phase, we focused on the following:

- Question1
- Question2

We found that [Summary paragraph]

One issue that we discovered [Enter any conflicting reports, other issues]

Please let me know if you have any questions. Again, thank you for this opportunity to work with XXXX.

Sincerely,

Marcy

Marcy Phelps

Include a cover letter



#2 KISS (KEEP IT SHORT & SIMPLE)

“Linda Cooper exercise”

Why are you including this in the report?
(In 1-2 sentences)

Executive Summary

One page

Address questions/summarize answers

Include links to more info

Add your observations



Article summaries

Is Hulu a stolen idea? Arbitration to decide

Los Angeles Times

July 09, 2010 | Meg James

A Los Angeles County judge on Thursday referred to arbitration the case of a Canadian engineer who contends that NBC Universal stole his idea and business strategy to launch Hulu, the website that shows TV programs and movies.



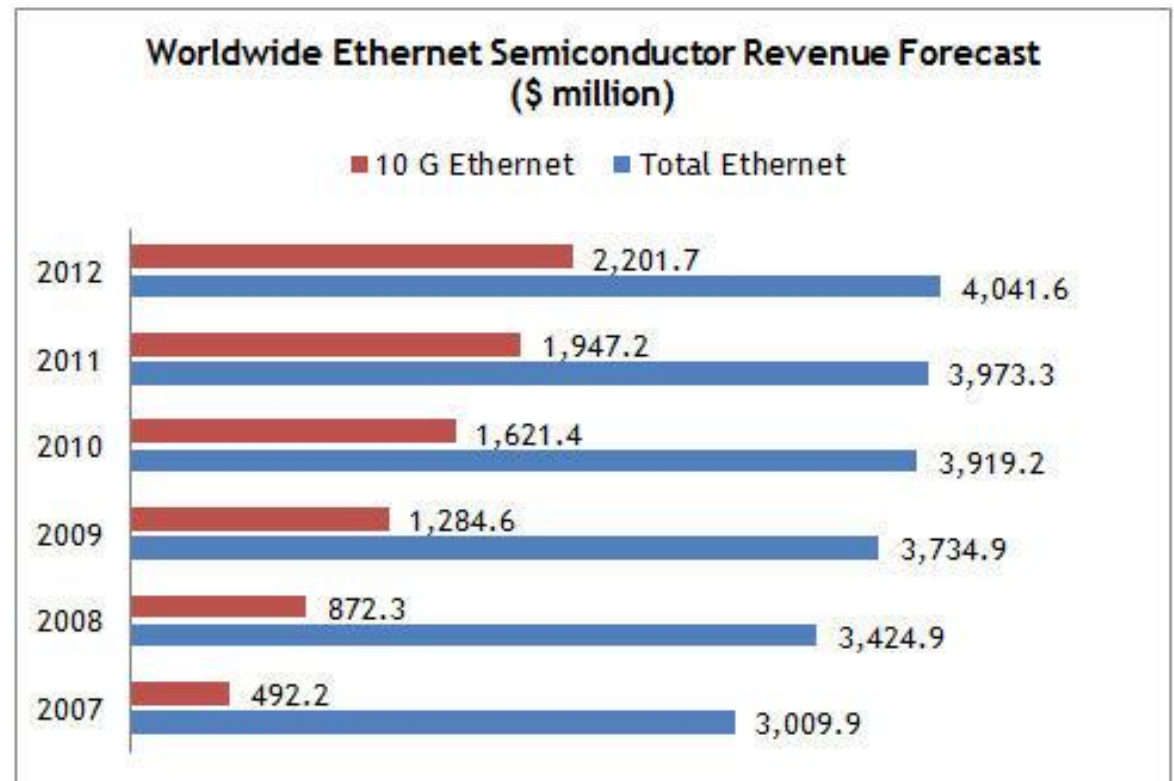
#3 A PICTURE IS WORTH...A LOT!



Add meaning to [boring] numbers

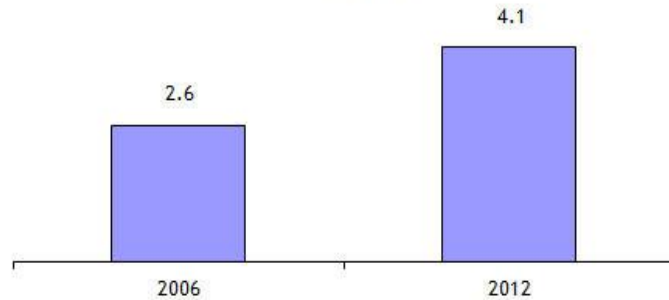
Worldwide Ethernet Semiconductor Revenue Forecast (\$ million)

	2007	2008	2009	2010	2011	2012
Total Ethernet	3,009.9	3,424.9	3,734.9	3,919.2	3,973.3	4,041.6
10 G Ethernet	492.2	872.3	1,284.6	1,621.4	1,947.2	2,201.7

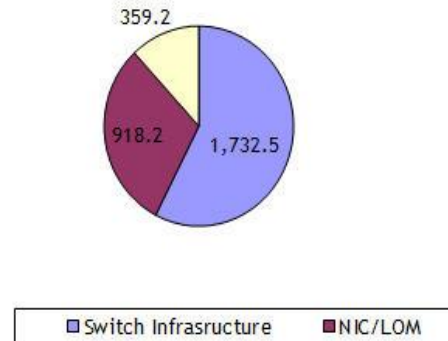


ETHERNET SEMICONDUCTOR MARKET AT-A-GLANCE

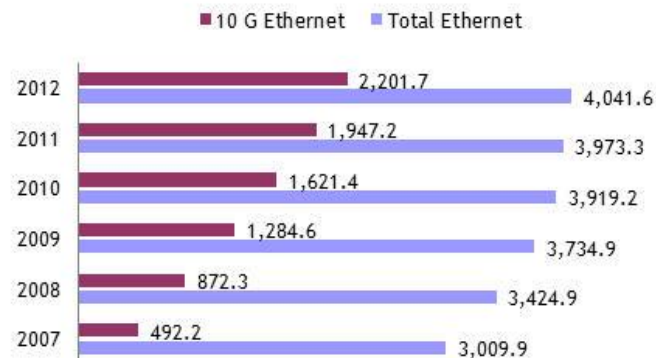
Worldwide Ethernet Semiconductor Market
(\$ Billion)



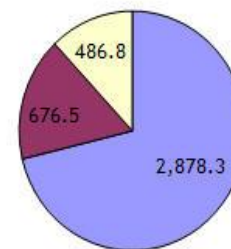
2007 Worldwide Ethernet Revenue
by Application Market (\$ Million)



Worldwide Ethernet Semiconductor Revenue
Forecast
(\$ million)



2012 Worldwide Ethernet Revenue
by Application Market (\$ Million)



Create a dashboard

Tools for charts/graphs

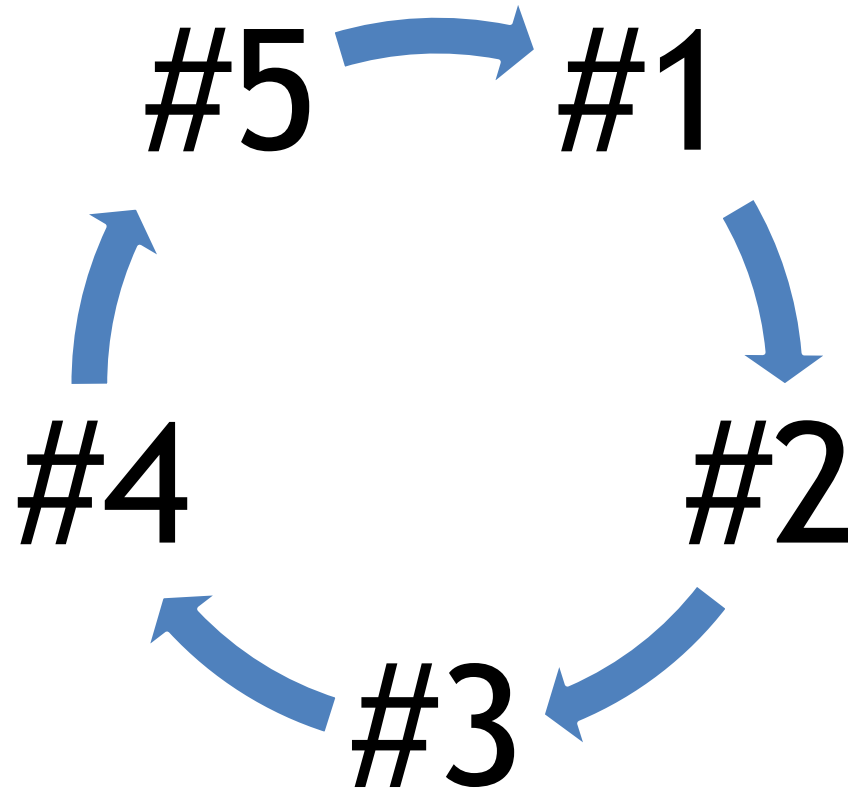
Excel Chart Wizard

ChartGizmo.com

Google Developers Chart Wizard
(<http://snipurl.com/27mnhv5>)

DIYChart.com

Concepts → Diagrams





Tools for diagrams

SmartArt (Excel, Word, PowerPoint)

Gliffy.com

Microsoft Visio
(<http://snipurl.com/27mnn39>)

SmartDraw.com

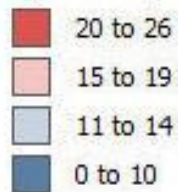
OmniGraffle for Mac
(<http://snipurl.com/27mnmt8>)

Data Maps

County	State	# of companies
Adams	CO	14
Arapahoe	CO	11
Boulder	CO	10
Broomfield	CO	0
Denver	CO	23
Douglas	CO	26
Jefferson	CO	18

Shaded area map

☐ # of companies by county





Pushpin map

Tools for data maps

Microsoft MapPoint
(<http://snipurl.com/27mniz8>)

Google Fusion Tables
(<http://snipurl.com/27mnk8r>)

Click2Map.com

Mapland
(www.softill.com)

SmartDraw.com

Visualization Tools for Turning Information
Into Insights, *ONLINE*, Sept/Oct 2012,
<http://snipurl.com/289v0eg>

Choosing the Right Graphic
<http://snipurl.com/289v0je>

COMPETITION AT-A-GLANCE

(Follow links for more details)

[illegible]

Codes:

 $1-1=$ $1-2 =$ $2^{-1} =$ $2-2 =$ $2-3 =$
$$1-1 =$$
 $1-2 =$

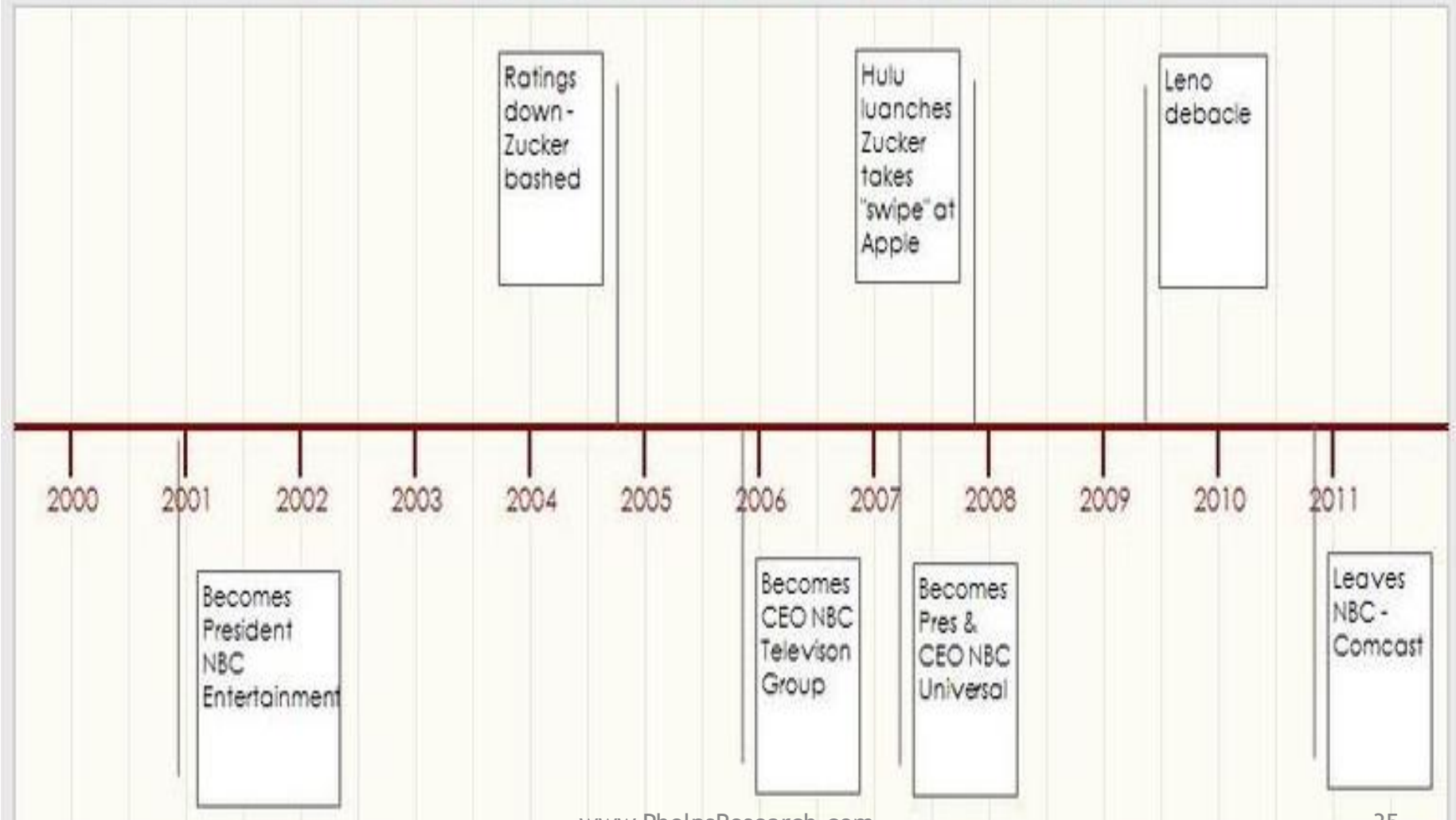
S-1 =

S-2 =

Compare \rightarrow Matrix

Create a timeline

Jeff Zucker Career Highlights



Include images

search.usa.gov

[Flickr.com advanced search](https://www.flickr.com/advanced/search/) (snipurl.com/256ipl)

[Google Images advanced search](https://www.google.com/images/advancedsearch/)
(snipurl.com/256igw)

[iStock.com](https://www.istock.com)





#4 BRING IN THE POWER TOOLS

Data mining

County	Construction		Manufacturing		Real Estate		Women -owned	
	Count	Sales (\$Mil)	Count	Sales (\$Mil)	Count	Sales (\$Mil)	Count	Sales (\$Mil)
Mecklenburg	22	799.7	31	803.5	4	64.0	11	374.4
Cabarrus	1	26.0	3	91.3	0	0.0	1	25.3
Union	0	0.0	0	0.0	0	0.0	0	0.0
York	2	53.9	5	204.4	0	0.0	1	21.0
Iredell	2	67.4	12	573.7	0	0.0	1	40.0
Gaston	1	28.6	13	420.4	0	0.0	0	0.0
Catawba	1	57.1	18	564.9	0	0.0	0	0.0
Totals	29	1,032.7	82	2,658.2	4	64.0	14	460.7
Source: Hoover's								

Analysis frameworks

SWOT

PEST Analysis

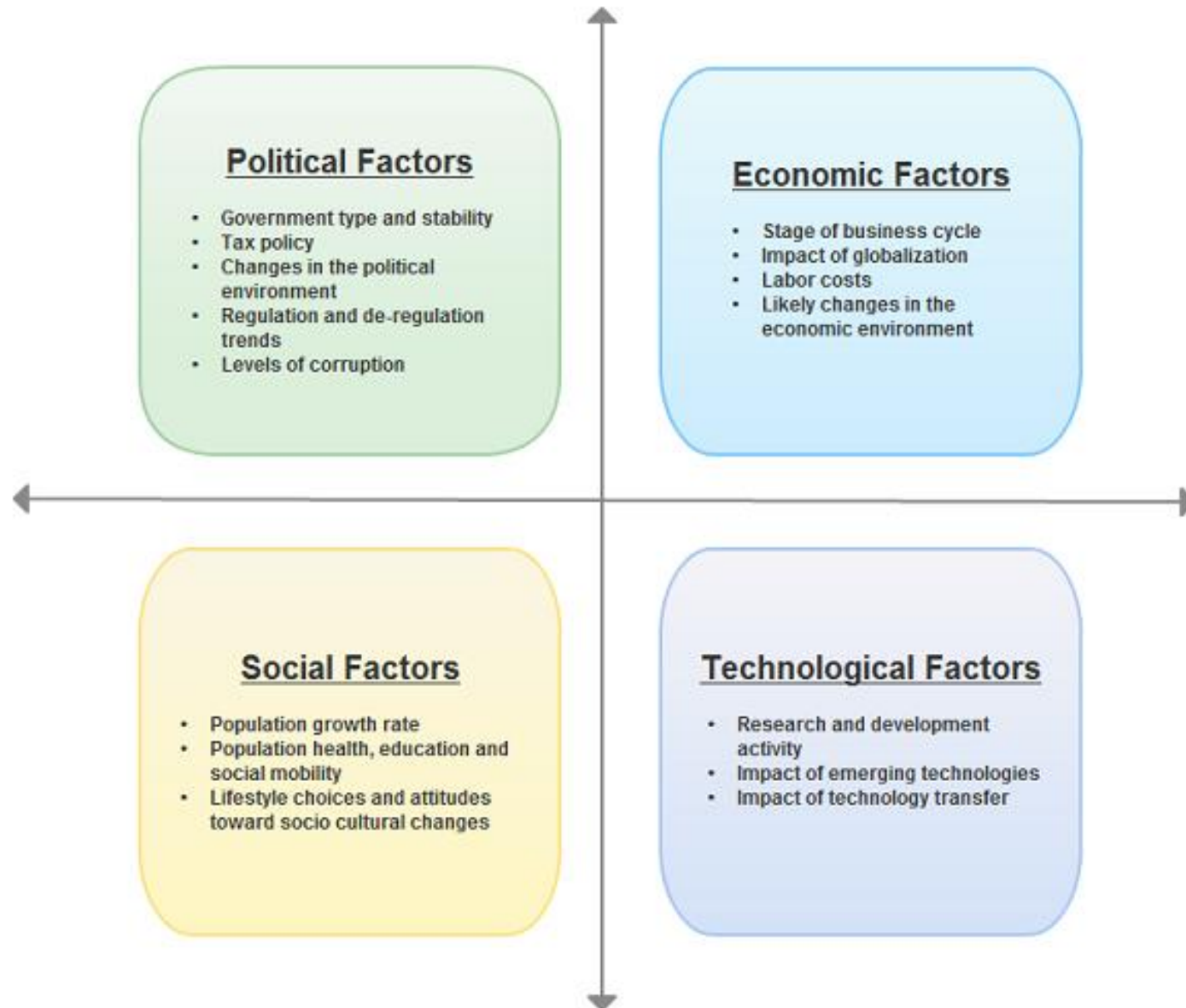
Timeline Analysis

Porter's Four Corners

Early Warning Systems

SWOT ANALYSIS





Business and Competitive Analysis: Effective Application of New and Classic Methods, by Craig Fleisher & Babette Bensoussan

Strategic Analysis Tools: Topic Gateway Series No. 34, Chartered Institute of Management Accountants, <http://snipurl.com/289ulko>

Using insights

FAQs

Issue briefs

PowerPoint

Cheat sheets

Include on intranet, create portal

#5 Create a report toolkit

Templates - Word, PP

Word Styles

Chart gallery

Map gallery

Branded!



“There is a simple way to package information that, under the right circumstances, can make it irresistible. All you have to do is find it.”

Malcolm Gladwell
The Tipping Point

Thank you!

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