ORDER OF OPERATIONS PORTFOLIO

CERTIFIED DASHBOARD DESIGNER

THE PROJECT BOOTH

ABOUT SARAH

Sarah Harrison has been solving complex business problems using data-driven solutions for over twenty years. Her experience includes running a retail distribution center, leading a transportation team, and providing operational solutions for Fortune 500 companies across multiple industries.

Throughout her career, Sarah has led teams ranging from two to 150 members. She knows the importance of bringing together technical experts and organizational leadership. If your team doesn't buy in, even the best plan won't get off the ground.

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PROJECTS

Subdivision 1

Subdivision 2

Subdivision 3

Best subdivision value

Value of all subdivisions

Product placement in different regions
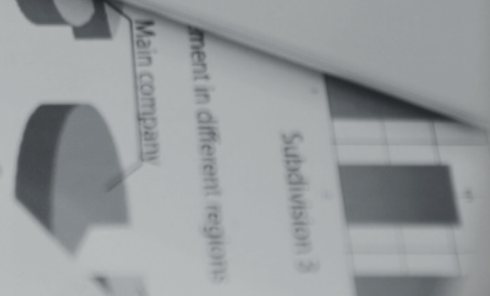
Main company

Subdivisions

Competitors

Othe
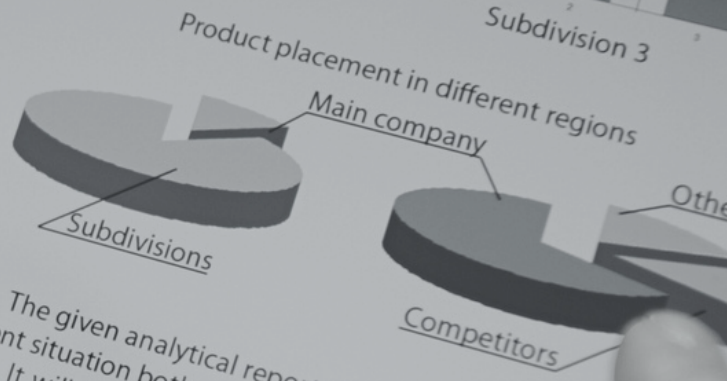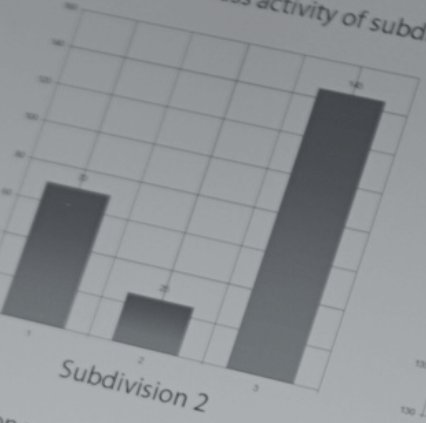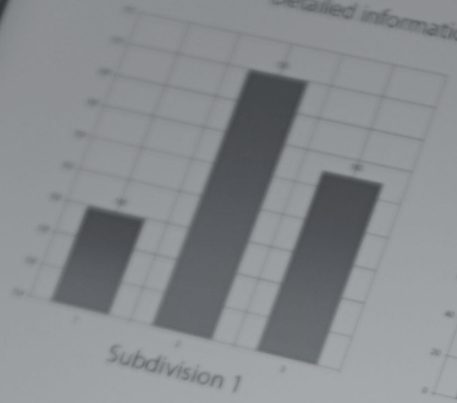
The given analytical report allows to estimat current situation both in all company, and in its d rately. It will allow to predict more precisel pects of development of the comp ervation of positive dyn

As a result break

...portation, strengthen sale division ...rease incomes of direct ...period to do ...nnel training.

AUDIT

2346
9135
2434
5356
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8113
9125
1372

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2328
4336

Subdivision 3

Main company

...n analytical rep ...ation both in ...ill allow to ...developr ...of por ...s a r

01

AUDIT

Software:
Google Sheets

Client:
Luna Moon Marketing

Description:
We review your data to provide an internal benchmark of current state performance.

The initial audit is focused on your target business results, which guides us to the most important metrics for your custom data dashboard.

The 5 Point Audit System

Software:	Google Analytics					
Segment:	Total Website Traffic					
Metric:	Total Traffic, Users, Specific Pages, Behavior					
1. Data Snap Shots	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Mo
12 months:	66,733	60,469	50,060	65,171	72,761	67,819	
Last 30 days	5,558	6.84%					
Last 60 days	12,052	16.12%					
Last 90 days	36,398	72.17%					
2. Wins:	Month 12 has been the best traffic month YTD, driven by 40% social traffic of which						
3. Watchouts:	Month 7 showed significant decrease. Volume decreased in all areas, but Email tra						
4. Special Notes:	Bounce rates decreased in Month 12 as well, with Blog ABC having the lowest bou						
5. Dashboard Item:	YES, because this ties to clients objectives of driving 3x traffic to the site to hit $1M						

Software:	Mail Chimp					
Segment:	Broadcast					
Metric:	Open Rates, Click Rates, Click Links Review - Monthly numbers are Click Rates					
1. Data Snap Shots	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Mo
12 months:	3.00%	3.60%	3.00%	3.60%	4.30%	5.20%	
Last 30 days	1.40%	19.44%					
Last 60 days	2.60%	43.33%					
Last 90 days	3.60%	72.00%					
2. Wins:	Open rates averaged 26.1% vs goal of 25%; opens are strong in Q4 with an averag						
3. Watchouts:	Email click rates are not meeting goal on average, however the last three months w						
4. Special Notes:	Number of emails sent appears to be growing steadily (assuming that the "Title" nu						
5. Dashboard Item:	YES, because click count is significantly higher than FB ad leads - email seems to						

Software:	Facebook Ads					
Segment:	Webinar					
Metric:	Cost per Lead					
1. Data Snap Shots	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Mo
12 months:	$201	$151	$180	$183	$185	$191	
Last 30 days	$47	13.13%					
Last 60 days	$277	216.41%					
Last 90 days	$241	146.95%					
2. Wins:	Leads peaked in Month 10, and Cost per Lead was lowest that month as well. Wha						

GOOGLE SHEETS DASHBOARD

02

## GOOGLE SHEETS DASHBOARD

Software:
Google Sheets

Client:
Luna Moon Marketing

Description:
The Google Sheets dashboard is a preview dashboard. We work with your team to identify and quantify the value of gaps in your business.
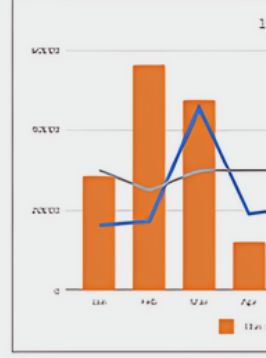
Together, we determine which key performance indicators (KPIs) can drive your business toward your goals. These KPIs move forward to the next step.
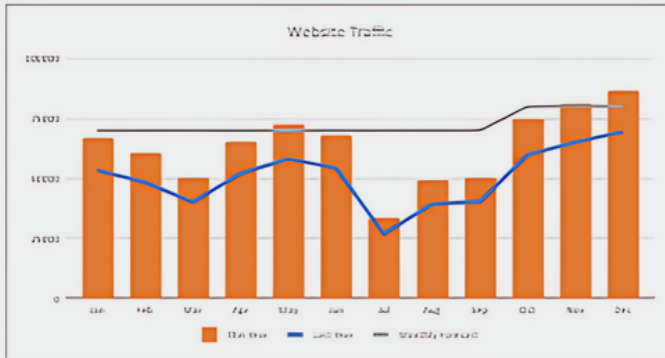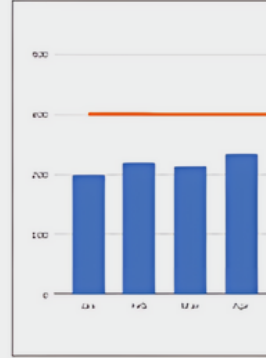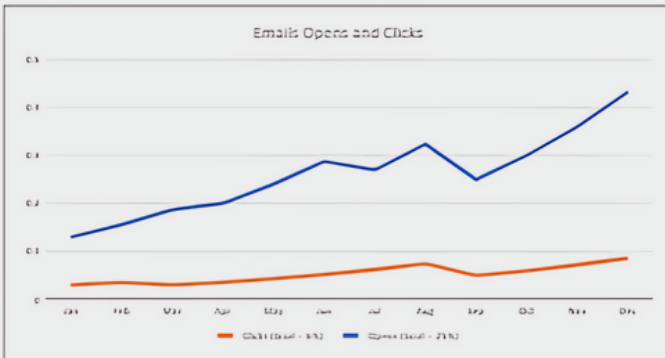
Luna Moon
Executive Dashboard
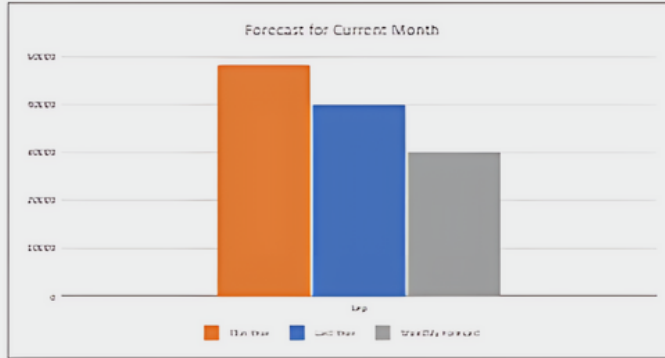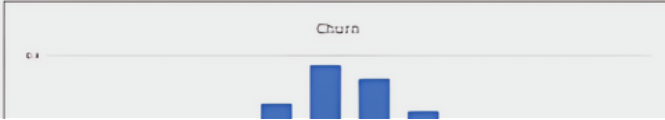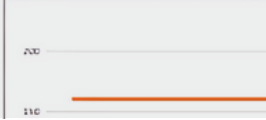
KLIPFOLIO DASHBOARD

03

KLIPFOLIO DASHBOARD

Software:
Klipfolio
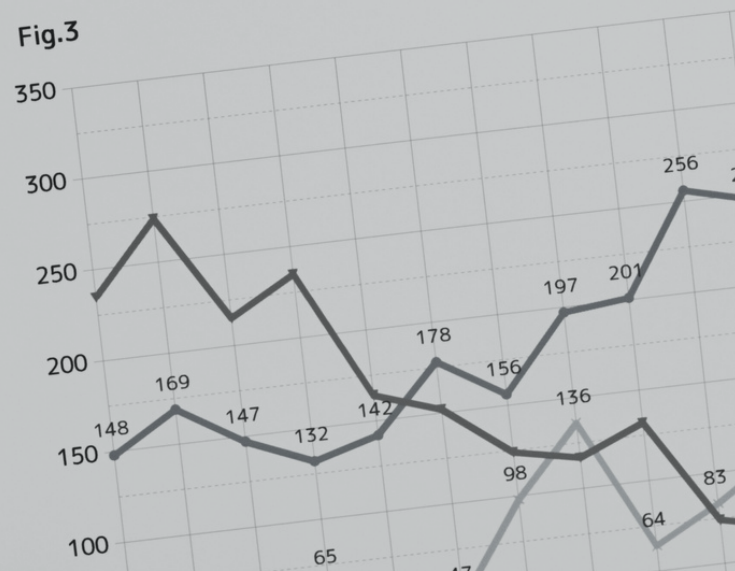
Client:
Luna Moon Marketing

Description:
Your Klipfolio Dashboard synthesizes your various data sources. We incorporate the most valued key performance indicators (KPIs) from the Audit and Google Sheets Dashboard steps to give you live visibility to KPI activity.

Key focus areas may include sales, staffing, productivity, marketing return on investment, and/or financial performance such as gross margin by program.
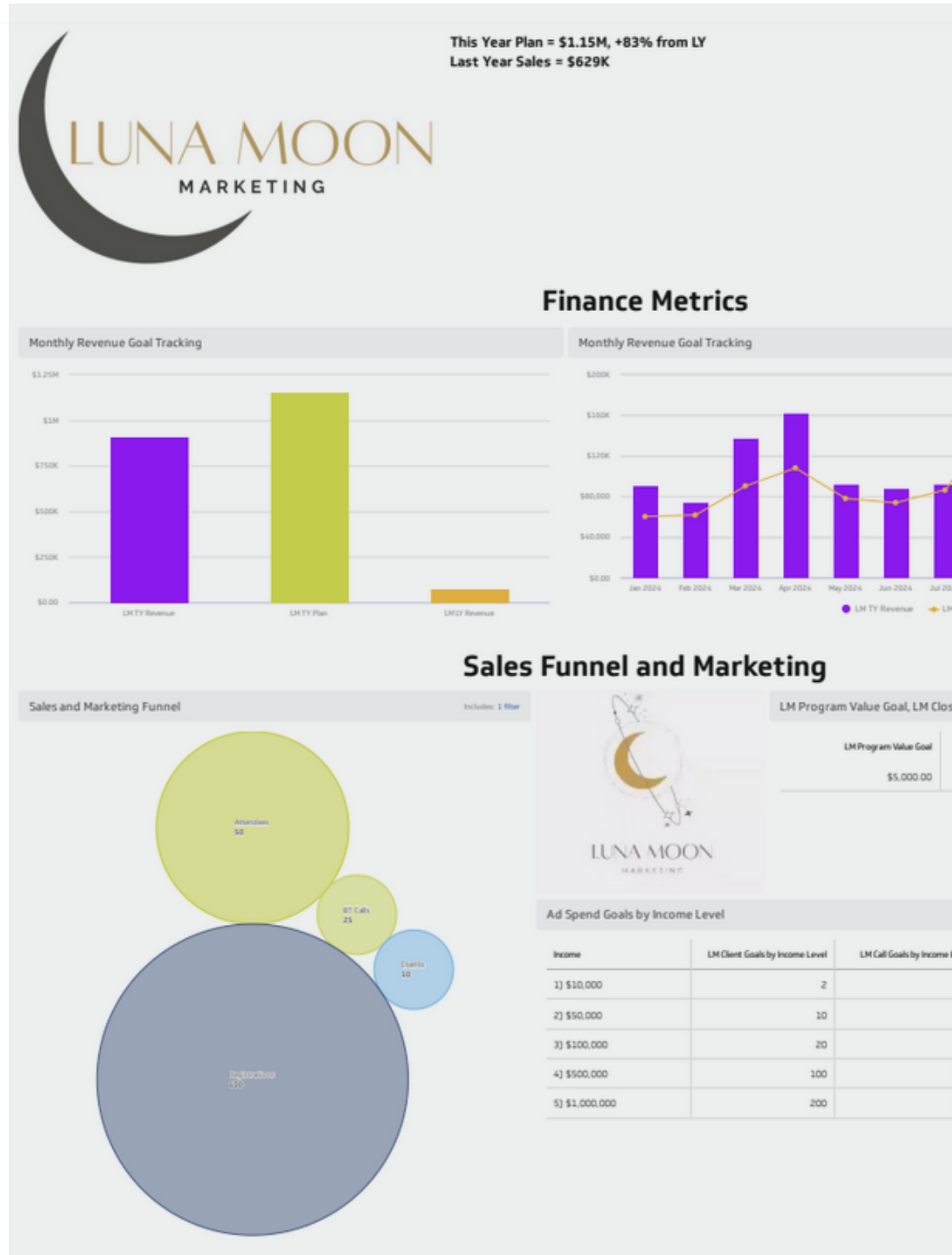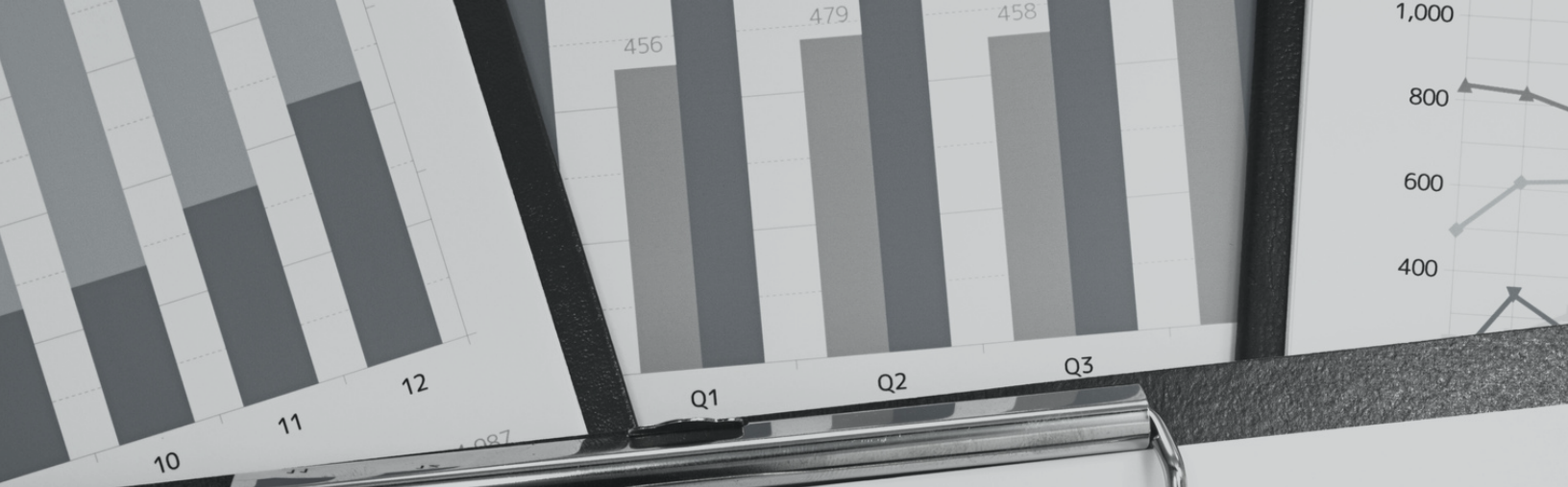
ADDITIONAL PROJECT HIGHLIGHTS
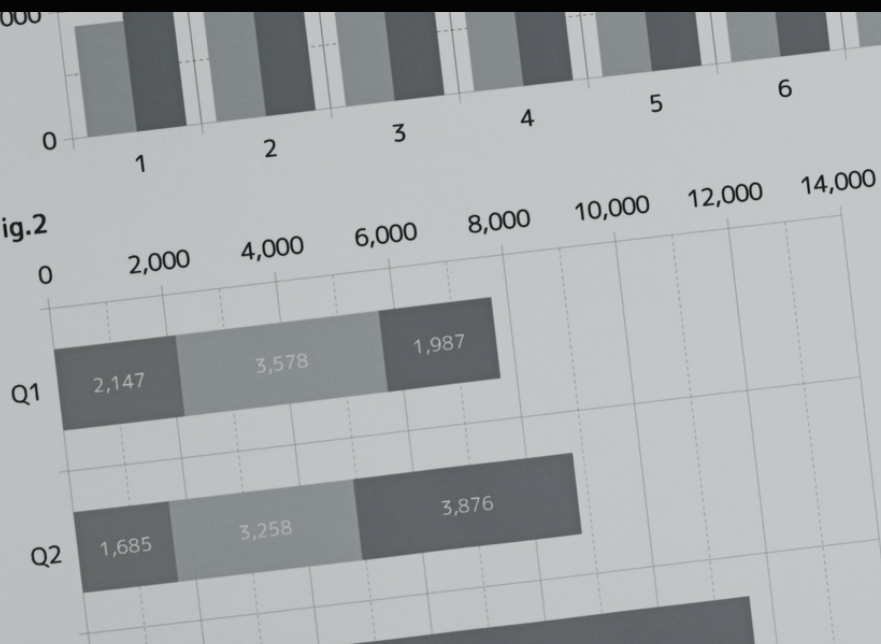
04

ADDITIONAL PROJECT HIGHLIGHTS

Order of Operations works with small to mid-size businesses that are in growth mode. We help our clients transform large datasets into understandable and **actionable** metrics.

Client:
Regional Distribution Center

Description:
Operational data analysis and process improvement project

Industry:
Consumer Goods

Challenge:
Business growth had maxed out the facility's current capacity, and continued growth was forecasted.

Outcome:
More than doubled the throughput of a case-pick operation while keeping the facility running.

Operational key performance indicator (KPI) review revealed areas for improvement to support current state volumes. We also designed an efficient future state process to support forecasted growth.

Client:
Local SEO Company

Description:
Operational & financial data analysis

Industry:
Digital Marketing

Challenge:
Projects and product types were variable, so profitability was difficult to define.

Outcome:
Pricing structure review to increase profitability for future projects.

Financial and operational KPI review showed that products had highly variable profitability as well as unpredictable number of hours spent.

TESTIMONIALS

05

TESTIMONIALS

Order of Operations Streamlined My Stress!

Working with Order of Operations was effective, efficient and enjoyable. They made the process simple to understand and removed loads of stress from my plate. They take a seasoned and educated approach to really helping organizations get and stay streamlined in their operational excellence needs. Highly recommend!!!

- Abbie Hill, The Outcome Collective

Sarah Helped Us Define Our Process & Profitability

Working with Sarah from Order of Operations LLC has been an absolutely positive and pleasant experience! Very resourceful, knowledge and patient! Would give ten out of five stars!

- Kevin Cheney, Local SEO & Marketing Company

CERTIFIED

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DASHBOARD DESIGNER