

# C-A-R-A™ Case Study Examples Pack

Real-World Examples of Turning Analysis into Action

This pack showcases how teams across different industries have used the **C-A-R-A™ Framework** to turn complex analysis into business clarity.

Each case study follows the C-A-R-A™ structure:

**Challenge** – the problem or opportunity

**Approach** – what was done and why

**Result** – what impact was achieved

**Application** – how it drives future decisions

Whether you're building dashboards, leading transformations, or supporting strategic decisions, these examples show how C-A-R-A™ turns data into stories that drive action.



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## Case Study 1: Finance From Data to Decisions

### C — Challenge

Finance dashboards were filled with metrics but lacked interpretation. Executives asked, “So what?” during meetings.

### A — Approach

We applied the C-A-R-A™ framework to restructure each page: grouping KPIs under business goals, adding narrative boxes, and embedding action prompts.

### R — Result

Monthly decision time reduced by 40%. Leaders used the dashboard confidently and reported better focus.

### A — Application

This C-A-R-A™ layout is now standard across finance reviews and shared with department heads.

## Case Study 2: Marketing Measuring What Matters

### C — Challenge

Marketing teams couldn't show the impact of campaigns. Budget decisions were driven by gut feel, not data.

### A — Approach

Using attribution modelling, we structured the results using C-A-R-A™, each recommendation linked directly to business challenges and outcomes.

### R — Result

Campaign ROI improved 18% in 6 weeks, and decision-makers asked for similar insights in other channels.

### A — Application

C-A-R-A™ summaries are now a requirement in all campaign wrap-ups and planning sessions.

## Case Study 3: HR Insights That Reduce Attrition

### C — Challenge

Mid-level manager attrition spiked but exit data wasn't being used effectively to drive action.

### A — Approach

Exit interviews and survey data were analysed and framed using C-A-R-A™ to clearly show what was happening, why, and how to fix it.

### R — Result

Attrition dropped 22% in targeted roles within 3 months of intervention.

### A — Application

C-A-R-A™ templates are now included in HR analytics and shared with line managers.

## Case Study 4: Operations

### Fixing Delays at Scale

#### **C — Challenge**

Delivery delays increased across warehouses. Root causes were unclear due to fragmented systems.

#### **A — Approach**

By mapping the process and integrating data, we used C-A-R-A™ to explain the bottlenecks and recommend targeted fixes.

#### **R — Result**

Late deliveries dropped 40% and NPS improved within 2 cycles.

#### **A — Application**

Ops teams now embed C-A-R-A™ summaries into weekly reviews and escalation docs.

## Case Study 5: Transformation Showing Strategic Progress

### **C — Challenge**

A digital transformation effort lacked clarity. Stakeholders said, “We don’t see what’s changing.”

### **A — Approach**

Each workstream’s updates were structured using C-A-R-A™ to show change in business terms, not just activity.

### **R — Result**

Engagement rose, tool adoption increased by 35%, and confidence in the transformation grew.

### **A — Application**

C-A-R-A™ is now the standard for all transformation updates, PMO reviews, and exec briefings.

## Case Study 6: Supply Chain Visualising Risk

### **C — Challenge**

Supply chain leaders were blind to upstream delays. Reporting was historical and siloed by vendor.

### **A — Approach**

We combined external supplier feeds with internal delivery logs and used C-A-R-A™ to present scenarios and actions by risk level.

### **R — Result**

Risks were flagged 3 weeks earlier, saving £120k in rerouting costs during a peak season.

### **A — Application**

C-A-R-A™ visuals are now part of the vendor performance portal shared monthly with logistics teams.

## Case Study 7: Healthcare

### Reducing Appointment No-Shows

#### **C — Challenge**

Missed patient appointments were rising in outpatient clinics, costing money and increasing waiting times.

#### **A — Approach**

We segmented patient data, analysed patterns, and used C-A-R-A™ to build a case for SMS reminders and rescheduling flows.

#### **R — Result**

No-shows dropped 24% in the first 2 months after rollout.

#### **A — Application**

All future process changes are now introduced with C-A-R-A™ briefs to ensure alignment across care teams.



## Case Study 8: Real Estate Improving Portfolio Reports

### **C — Challenge**

Property investment reports lacked context, causing investor confusion and slow decisions.

### **A — Approach**

We used C-A-R-A™ to add summaries at the top of each portfolio page, showing market challenges, strategic moves, and expected value.

### **R — Result**

Investors praised the clarity, and meetings shortened by 30% as action points became obvious.

### **A — Application**

The C-A-R-A™ format is now used in quarterly investment packs and digital dashboards.

## Case Study 9: Higher Education Reporting Student Outcomes

### **C — Challenge**

University boards struggled to understand how analytics efforts linked to student success.

### **A — Approach**

Dashboards were reframed with C-A-R-A™ annotations: each section showed the challenge, action taken, and what happened next.

### **R — Result**

Stakeholder satisfaction with insights rose from 61% to 89% in the annual survey.

### **A — Application**

C-A-R-A™ is now taught to faculty teams using Tableau and Power BI for institutional reporting.

## Case Study 10: Retail

### Explaining Customer Churn

#### C — Challenge

Customer drop-off in loyalty programmes wasn't being explained clearly in CRM reviews.

#### A — Approach

We ran churn modelling and built a C-A-R-A™ narrative with specific causes, tests run, and recommended campaigns.

#### R — Result

Reactivation campaigns achieved a 3x uplift compared to previous efforts.

#### A — Application

C-A-R-A™ one-pagers are now used before campaign sign-off to ensure actions are tied to clear challenges and outcomes.