

# Industry-Specific C-A-R-A™ Prompts

A visual framework to translate technical work into  
business impact

Each industry card guides users through applying the **Challenge – Approach – Result – Application** framework to real business scenarios. These are useful for analysts, presenters, and trainers looking to make insights more actionable and understandable.



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# Finance – Monthly Dashboard Review

## C — Challenge

- What KPI or financial trend raised concern or required escalation?
- Was there a disconnect between the data and stakeholder understanding?

## A — Approach

- What filters, groupings, or logic clarified the insight?
- What dashboard changes improved readability (e.g., commentary, summaries, trend lines)?

## R — Result

- What decisions were made faster or more confidently?
- What bottlenecks or delays were avoided?

## A — Application

- Is this format now used in recurring finance reviews?
- Could other departments adopt the same layout?

# Marketing – Campaign Performance Review

## C — Challenge

- What campaign underperformed against expectations?
- What audience segment or channel raised questions?

## A — Approach

- What segmentation, attribution modelling, or funnel analysis was used?
- Did you A/B test or apply predictive analytics?

## R — Result

- What insight led to a change in spend, creative, or targeting?
- What lift or return did you observe?

## A — Application

- Will these insights guide future campaign planning?
- Is there now a dashboard template or shared playbook?

# HR – Attrition & Engagement Insights

## C — Challenge

- What employee trend (e.g., attrition spike) triggered concern?
- Were specific roles, levels, or demographics more affected?

## A — Approach

- What internal surveys or exit interview data was analysed?
- Did you compare time periods, locations, or teams?

## R — Result

- What policy, communication, or initiative was launched?
- Was action taken by HR or senior leaders?

## A — Application

- Is this analysis repeated quarterly?
- Are these insights now built into planning or wellbeing checks?



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# Operations – Supply Chain or Logistics

## C — Challenge

- What supply issue caused delays or excess cost?
- Where were inefficiencies or anomalies spotted?

## A — Approach

- Did you use time-series, root cause, or geospatial analysis?
- What system data was linked (e.g., ERP, IoT sensors)?

## R — Result

- What cost savings or time reductions were achieved?
- Were suppliers or steps in the chain changed?

## A — Application

- Is this model reused in weekly/monthly reviews?
- Can this logic be applied to other categories?

# Retail – Sales & Store Analytics

## C — Challenge

- What sales dip or store performance issue was identified?
- Were there regional or seasonal trends?

## A — Approach

- What comparison or product mix analysis did you perform?
- Did you apply store segmentation or footfall data?

## R — Result

- What decisions were made on staffing, promotions, or layout?
- What uplift did the business see?

## A — Application

- Is this now used in quarterly planning?
- Are visual tools in place for store managers?

# Healthcare – Clinical or Operational Analytics

## C — Challenge

- What patient trend or operational issue required attention?
- Was there concern about safety, wait times, or costs?

## A — Approach

- What data sources (EHR, survey, claims) were combined?
- What statistical or machine learning model was used?

## R — Result

- What clinical outcome or efficiency gain occurred?
- Were new policies or treatments introduced?

## A — Application

- Will this be part of ongoing monitoring?
- Is the insight now used in staff training or audits?

# IT – Incident & Support Analysis

## C — Challenge

- What type of incident or request created bottlenecks?
- What patterns were observed in tickets or downtime?

## A — Approach

- Did you tag or categorise support types?
- Was automation or root cause analysis applied?

## R — Result

- What reduction in response time or volume was achieved?
- Were fixes or self-serve tools introduced?

## A — Application

- Will this be part of monthly reporting?
- Can other IT functions replicate the approach?



# Project Management – Initiative Health Tracking

## C — Challenge

- What milestone or deliverable was at risk?
- Was stakeholder alignment or visibility lacking?

## A — Approach

- What method or tool was used (e.g. RAID log, Gantt)?
- What new visual or report was created?

## R — Result

- Was the project brought back on track?
- Did the team reprioritise more effectively?

## A — Application

- Will this method be used across all projects?
- Is it now included in PMO reviews?

# Real Estate – Portfolio Performance

## C — Challenge

- What asset or region underperformed?
- What vacancy, maintenance, or income issue emerged?

## A — Approach

- Did you compare yield, occupancy, or cost benchmarks?
- Was forecasting or heatmap analysis used?

## R — Result

- What changes were made (e.g. lease terms, investment)?
- What improvement followed?

## A — Application

- Will this model inform future site decisions?
- Can others use this framework for reporting?