



About Us

DataSight Global empowers small and mid-sized companies to grow by harnessing the power of data analytics. Our key services are tailored to overcome growth challenges and boost success. With a proven track record of enhancing both top-line and bottom-line results, we serve businesses with revenues from \$0 to over \$2 billion.

Our founder, Heng Ying Fang, an immigrant from Taiwan, has been transforming company outcomes since 2007. Her expertise is in simplifying complex problems and providing data-driven solutions. With savvy business acumen, she boosts revenue, cuts costs, and ensures financial success across various industries. Passionate about lasting positive change, Heng has driven critical improvements as a partner within each organization she impacts.



What We Offer

Go-to-Market (GTM) Strategy

- **Business Case Development:** Thorough market analysis, financial projections, ROI evaluation, and risk assessment
- **GTM Strategy Optimization:** Refine marketing, sales channels, pricing; align customer and legal support
- **Key Performance Indicators (KPIs):** Identify and track essential success metrics

Sales Compensation

- **Commission Plan Development:** Establish commission structure, targets, and performance metrics
- **Compensation Optimization:** Optimize territories, alignment, attainment thresholds, and operational efficiency.
- **Legal Documentation:** Define payment criteria, schedules, clawbacks, and risk mitigation.

Pricing Strategy

- **Growth and Profit Optimization:** Determine strategic pricing approaches and models to optimize growth, profit, and operational efficiency
- **Unit Cost Analysis:**
- Provide insights into Cost of Goods Sold (COGS), operational costs, and overhead allocation
- **Sales Enablement:** Develop tools to empower effective deals

Financial Planning

- **Budgeting and Forecasting:** Top-down and bottom-up budgets, re-forecast, KPI monitoring, and scenario planning
- **Financial Performance Optimization:** Align stakeholders, enhance revenue, improve operational efficiency, and manage risks and opportunities
- **Strategic Initiatives:** Boost growth, form partnerships, optimize portfolio, and reduce costs
- **Corporate Finance Support:** Cash flow, M&A, capital structure, BI reporting and visualization, compliance, governance

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Case Study I:

Go-to-Market (GTM) Strategy

From Concept to Market: A Winning GTM Strategy for an Education Organization

Client Challenge

An education organization needed a robust Go-To-Market (GTM) strategy to ensure the successful launch of its new product, crucial for advancing its mission and vision.

Approach

The founder of DataSight Global developed a comprehensive GTM strategy encompassing:

- **Market and Competitive Analysis:** Conducted market research to understand target market needs and pain points, defining TAM, SAM, and SOM. Analyzed key competitors.
- **Business Case Development:** Created financial projections to assess investment returns and risk profiles, considering product positioning, marketing, sales strategy, customer service, legal requirements, and budget.
- **GTM Plan Optimization:** Refined the business case components based on stakeholder feedback and feasibility assessments.
- **Measure Success:** Established metrics and KPIs to track progress and measure success.
- **Stakeholder Alignment:** Ensured alignment and commitment from all stakeholders.
- **Feedback Loop:** Built a continuous feedback loop through regular monitoring and reforecasting.

Solution

Based on the analysis, we proposed a holistic GTM strategy, including:

- **Returns and Risks:** Established baseline Return on Investment (ROI) and performed scenario analyses to evaluate potential outcomes. Defined a minimum success threshold for the product.
- **Prioritization:** Prioritized sales channels and support to maximize impact with limited resources.
- **Metrics and KPIs Development:** Developed specific metrics and KPIs for all stakeholders, including sales, product, account management, legal, marketing, etc., with clear timelines.
- **Regular Progress Reviews:** Established a regular check-in schedule to review progress, make adjustments, and define trigger points for further decision-making.

Impact

The GTM plan was approved by executives and fully supported by all stakeholders, resulting in:

- **Successful Product Launch:** The thorough analysis ensured a smooth and successful product launch with minimal surprises.
- **Accurate Forecasting:** The new product's performance over three years closely matched initial business case forecasts.
- **Revenue Growth:** The product achieved \$1 million in annual revenue within three years.



Case Study II:

Pricing Strategy

Transforming Pricing Strategy for Sustained Growth

Client Challenge

A self-sustaining non-profit organization needed additional revenue to fund growing investments and operational costs.

Approach

Our founder at DataSight Global led a strategic approach to tackle the client's challenge:

- **Understand the Organization:** Conducted a comprehensive assessment of the organization's vision, mission, values, and performed a SWOT analysis.
- **Product and Service Analysis:** Evaluated revenue contributions, growth, margins, competition, and identified challenges and opportunities.
- **Prioritize Opportunities:** Focused on the most impactful areas using the 80/20 rule.
- **Deep Dive for Insights:** Analyzed historical data to uncover the underlying drivers of the product and service ecosystem.
- **Data-Driven Recommendations:** Developed actionable insights to improve performance and mitigate risks, aligning recommendations with the organization's goals.

Solution

We identified pricing of the leading product, which accounted for 55% of revenue, as the key opportunity. Our comprehensive pricing strategy included:

- **Identified Leverage Points:** Assessed market conditions, gathered stakeholder feedback, and conducted competitive and price sensitivity analyses to identify short-term and long-term levers.
- **Set Pricing Floor:** Established a pricing floor based on cost analysis to ensure profitability.
- **Updated Pricing Model:** Developed a dynamic pricing model aligned with organizational goals, ensuring optimal profitability across different customer segments.

Impact

The insights-driven recommendations were embraced by the executives and implemented with outstanding results. Following initial success, we developed a multi-year pricing strategy that optimized long-term pricing structures. Key impacts included:

- **Average Annual Price Increase:** 10%
- **Customer Retention:** 100%
- **Client Satisfaction:** 100%
- **Total Profit Margin Increase:** 45%