

REDEFINING BUSINESS INTELLIGENCE

WHERE BUSINESS EXPERTISE
MEETS AI INNOVATION



Definitive AI Seminar Workbook

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Redefining Business Intelligence

Business Intelligence and Human Expertise are amplified through cheap and easy-to-use AI tools. You don't have to be a rocket scientist to do this, but you do have to open your mind and think differently about technology and your business.

This workbook will provide step-by-step instructions on using AI to add another dimension to your business intelligence. It will give you a different perspective and a different way of understanding your business's strengths, weaknesses, threats, and opportunities.

SWOT Analysis

A SWOT analysis is a strategic planning tool used to identify and understand the Strengths, Weaknesses, Opportunities, and Threats related to a business or project. Here's a bullet-pointed summary of what each segment entails and how to collect business intelligence for each:

1. Strengths

- **Definition:** Internal attributes and resources that support a successful outcome.
- **Examples:** Strong brand, loyal customer base, unique technology, skilled workforce.
- **Data Collection:**
 - Internal reviews and audits.
 - Employee surveys and feedback.
 - Performance metrics analysis.
 - Customer feedback on products and services.

2. Weaknesses

- **Definition:** Internal factors that detract from the ability to achieve a desired outcome.
- **Examples:** Limited resources, high costs, skill gaps, outdated technology.
- **Data Collection:**
 - Internal assessments and performance evaluations.
 - Market research to identify areas where competitors are performing better.
 - Feedback from staff and customer complaints.

3. Opportunities

- **Definition:** External factors that the organization could exploit to its advantage.
- **Examples:** Emerging market trends, technological advancements, and regulatory changes.
- **Data Collection:**
 - Market research to identify trends and customer needs.
 - Competitive analysis to find gaps in the market.
 - Networking with industry experts and attending seminars.
 - Monitoring economic and regulatory environments.

4. Threats

- **Definition:** External challenges that could cause trouble for the business.
- **Examples:** New competitors, changes in consumer behavior, and economic downturns.
- **Data Collection:**
 - Competitor analysis through market research.
 - Keeping up with industry news and trends.
 - Analysis of socio-economic data relevant to the business.
 - Regular reviews of technological advancements that could disrupt existing business models.

By carefully analyzing these four elements, businesses can create strategies that leverage their strengths, address their weaknesses, capitalize on opportunities, and mitigate threats. This comprehensive approach helps in making informed decisions and setting strategic directions.

AI-Powered SWOT Analysis

The following are the prompts that I shared in the presentation to add the dimension of considering how an online, empowered consumer might research and choose your company as a solution.

Online Analysis - Your Company

Learn as much as you can about [MY COMPANY] <https://MyCompany.com>.

Take your time and carefully understand what this company does and who they serve. Provide me with an overview of what you find.

Online Analysis - Competitor

Learn as much as you can about [COMPETITOR] <https://competitorwebsite.com>.

Take your time and carefully understand what this company does and who they serve. Provide me with an overview of what you find.

Pro Tip: When doing internet research for intel purposes, consider using these three AI platforms that currently have access to the internet.

- **ChatGPT4** - chat.openai.com
- **Google Gemini** - gemini.google.com
- **Perplexity Search** - Perplexity.ai

Do not be surprised that each platform will provide different information about yours and your competitor's website. I typically copy and paste the results from Gemini and Perplexity into my analysis thread in ChatGPT.

Analyzing Customer Feedback

Analyzing online customer reviews is the heart of this analysis, introducing a dimension to your business intelligence that your competition may not consider.

Analyzing customer feedback means copying and pasting customer reviews from Google Business profiles or any other place where customer feedback resides.

Prompt: Analyze - Summarize

Analyze customer feedback and give me your best, most thoughtful, and impactful advice about using this information to my advantage.

Prompt: Positive Feedback

Identify the top 5 most prominent patterns of words or phrases that appear in POSITIVE SENTIMENT reviews

Prompt: Negative Feedback

Identify the top 5 most prominent patterns of words or phrases that appear in NEGATIVE SENTIMENT reviews

Competitor Analysis

This is where this strategy gets even more powerful. By doing the same type of AI analysis on your competitor as you have done on your business, you can now identify gaps in products, services, service areas, and even advertising opportunities from negative sentiment feedback.

- **Website Analysis** - Perform URL Research on Competitors Website
- **Feedback Analysis** - Perform Reviews Analysis on Competitors

Competitive Analysis Prompts

Use versions of these prompts to gain valuable insights into your competitor's business.

Gap Analysis identifying opportunities from competitor analysis

Can you provide a detailed external Gap analysis between [client] and [competitor] that emphasizes the opportunities for [client] to improve its customer experience and capitalize on any weaknesses exposed through the negative feedback from [competitor] clients?

UX Review to rate user experience between you and your competition

On a scale of 1 to 10, please rate the information and user experience of the website for [client] and [competitor]. Provide your reasoning for the user experience rating of [client website] compared to [competitor website]

RBI SWOT Analysis GPT Agent

NOTE: You must subscribe to ChatGPT4 Plus (\$20/mo) to use custom GPT agents.

SWOT GPT: <https://chat.openai.com/g/g-uwszUKrR1-ai-simplified-rbi-swot-analysis>

AI Simplified: RBI SWOT Analysis ▾



AI Simplified: RBI SWOT Analysis

By Scott Schang 

Website URL or Interview Style SWOT Analysis Data Gathering GPT Agent. Allow up to 15-20 minutes depending on how detailed you can be. The more detail the more insightful and actionable the output.

Let's Get Started!

What Does This GPT Agent Do?

 Message AI Simplified: RBI SWOT Analysis...



ChatGPT can make mistakes. Consider checking important information.

Scott's Favorite Daily AI Newsletters

Ben's Bites - <https://bensbites.beehiiv.com/subscribe?ref=jGunMVMuEY>

The Neuron - <https://www.theneuron.ai/>

The Rundown AI - <https://www.therundown.ai/subscribe>

Superhuman AI - <https://www.superhuman.ai/subscribe>

TLDR AI - <https://tldr.tech/ai>

Natural 20 - <https://natural20.beehiiv.com/subscribe?ref=wkezNESabS>

AI Secret - <https://aisecret.us/subscribe?ref=WKDn0Wt92z>

AI Minds - <https://www.aiminds.com/>

The AI Valley - <https://www.theaivalley.com/>

The Daily Bite - <https://newsletter.thedailybite.co/>

Techspresso - <https://www.dupple.com/techspresso>

The Automated - <https://www.theautomated.co/>

Chain of Thought - <https://every.to/chain-of-thought>

Contact Information

Scott Schang - Scott@SchangCo.com

30 Minute "Ask me Anything" Call - <https://calendly.com/scott-schang/2024aisummit>

Discovery Call (Project Quote) - <https://calendly.com/scott-schang/planet-perry-discovery-call>