SIME MOTORS

Beyond the Prompt

Design the Blueprint. Let AI Lay the Bricks.

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Can AI lie?

Watch closely. Then decide.

Open on YouTube ↗

THE SHIFT

Working with AI needs a new mindset



Builder

Writes the prompt

Gets an answer

Starts from zero, every time





Architect

Designs the work

Gets value

Builds once, reuses always

OUR NEW ROLE

AI does the building. We become the architects.

YOU

Architect

Decide the what, the why, and what good looks like

- Purpose
- Structure
- Judgement
- Sign-off

AI

Builder

Produces the work, fast

- Drafts
- Summaries
- Charts
- Analysis

How?

Start with the work we already do.

OUR DAY

Most of our day is one of two things

01



Data Analysis

Finding what the numbers are telling us

02



Storytelling with Data

Getting people to act on it

THE JOURNEY

Every day, we turn data into value

- **Analysis** Data to insight
- **Story** The step most of us skip
- **Impact** Where value is created



THINK LIKE AN ARCHITECT

The 3D Method



01

Discover

Find the insight

Data → Insight



02

Develop

Craft the story

Insight → Story



03

Design

Show it clearly

Story → Visual

Goal: find the insight in the data

Insight =

WHAT happened
with numbers

+

WHY it matters
to the business

+

WHAT to do
next step

EXAMPLE

Shah Alam bookings fell 47% since June · test-drive wait hit 9.5 days · restore its demo fleet

How do we find insights?

First PREP the data. Then SCAN it.

Two moves: prepare, then scan

P.R.E.P

Prepare the data

Profile · Repair · Evaluate & Enrich · Prove

S.C.A.N

Scan for signals

Spikes · Comparison · Anomalies · No change

P.R.E.P: make the data trustworthy

P

Profile

What is in the data? What is wrong?

Copilot lists every issue

R

Repair

Fix names, blanks, duplicates, text numbers

Copilot plans, you approve

E

Evaluate & Enrich

Add the measures you need: rates, ratios

Copilot adds the columns

P

Prove

Totals match the source. Then trust it

You check the control totals

TRY IT · PREPARE

Let AI prepare, you approve

PROMPT

Using the attached workbook, sheet Showroom_Sales, run P.R.E.P:

P Profile: columns, row count and every data issue with row numbers

R Repair: one name per showroom, numbers as numbers, no blank or duplicate rows

E Enrich: add Test_Drive_Rate and Booking_Rate (Bookings / Leads)

P Prove: compare totals with Control_Totals. Say Match or No match

Show me the plan first. Flag missing values, never fill them.

THE ARCHITECT'S MOVES

Plan before change
You approve every fix

Never invent data
Flag gaps, don't fill them

Prove it
Tie back to control totals

S.C.A.N: find the signals that matter

S

Spikes & Drops

What moved the most?

C

Comparison

Versus last period, target, or peers?

A

Anomalies

What looks odd or out of pattern?

N

No Change

What should have moved, but didn't?

Output: signals with numbers, ready to become insights

TRY IT · DISCOVER

Let AI scan, you decide

PROMPT

You are a senior sales analyst at a car dealer group. Using the clean data, apply S.C.A.N:

S Spikes / Drops: biggest rises and falls

C Comparison: vs last period, target and peers

A Anomalies: anything unusual or inconsistent

N No Change: what stayed flat but should have moved

One line with numbers for each. Label each point Known or Inferred.

Use only figures from the file. Quote the line behind each number.

THE ARCHITECT'S MOVES

Use the clean data
Proven, not raw

Name the method
SCAN gives AI a path

Fix the output
You check every number

From signals to insight

S.C.A.N RESULTS (FROM THE PIVOT)

S	Shah Alam bookings 64 → 34 (Jun to Sep)
C	Booking rate 6.5% vs 13.5% elsewhere
A	Demo cars 6 → 2, test-drive wait 2 → 9.5 days
N	Discount and close rate unchanged

INSIGHT

WHAT happened
Shah Alam bookings fell 47% after demo cars dropped from 6 to 2.

WHY it matters
About 86 bookings lost in 3 months. Customers still buy when they test drive.

WHAT to do
Return 4 demo cars to Shah Alam by 15 Nov.

PROMPT Write 3 insights from these S.C.A.N results: WHAT happened (with numbers) + WHY it matters + WHAT to do.

How do we tell the story?

Don't list the numbers. Shape them with S.T.O.R.Y.

Craft the story with S.T.O.R.Y



TRY IT · DEVELOP

Turn insights into a story

PROMPT

Using the 3 insights above, write a data story for the Head of Sales in S.T.O.R.Y format:

Situation: where we are today

Take Off: what changed, and why now

Opportunity: what we can gain

Resolution: what we propose

Yield: the expected result, in numbers

Max 2 lines per part. Plain words. No new figures.

THE ARCHITECT'S MOVES

Reuse the output
Step 1 feeds step 2

Name the audience
Same data, different story

Lock the format
Same shape every time

How do we show the story?

Let the story pick the chart. Not the other way round.

Data, then story, then visual

01

Data

What the numbers say

From P.R.E.P and S.C.A.N

02

Story

What it means and why

From S.T.O.R.Y

03

Visual

Proof of the story

Chosen last, never first

Common mistake: Data → Visual. A chart picked before the story shows numbers, not a message.

Pick the chart that fits the story



Change over time
Line



Compare items
Bar



Gap to target
Bar + target line



Part of a whole
Stacked bar



Relationship
Scatter



Avoid
3D and busy pies

TRY IT · DESIGN

Let the story choose the chart

PROMPT

For each part of this story, recommend one chart. Give:

Chart type, and what goes on each axis

The one data point to highlight in colour

A chart title that states the insight

Keep it simple: no 3D, no pie with more than 3 slices.

Then build the main chart in Excel from the attached data.

Tip: type @Excel to hand this step to the Excel agent.

THE ARCHITECT'S MOVES

Story first
Chart second

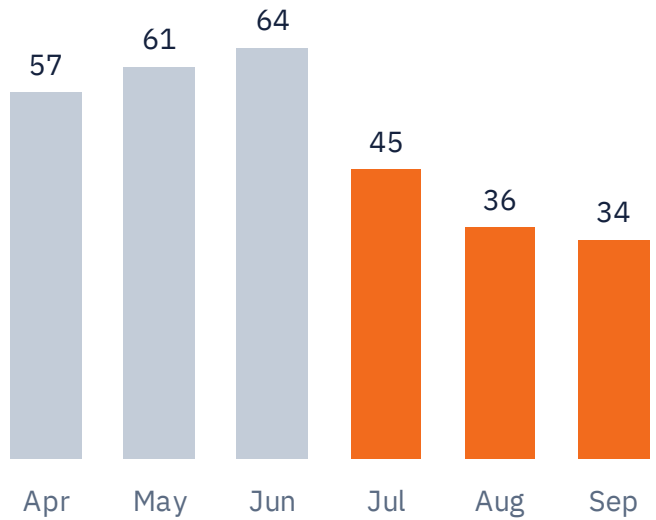
Highlight, don't decorate
One colour does the talking

One message per chart
If two, use two charts

PUT IT TOGETHER

Anatomy of a story slide

Shah Alam bookings fell 47% while other showrooms held steady.
Restore its demo fleet now.



Problem
Test-drive wait jumped to 9.5 days

Stakes
About 86 bookings lost in 3 months

Steps
Return 4 demo cars, add slots

Call to action
Approve demo fleet by 15 Nov

1

Hybrid title

Insight
+ Call to action
+ Legend
Coloured words match the chart

2

Main points

Problem
Stakes
Steps
Call to action
One short line each

TRY IT · BUILD THE SLIDE

From story to management slide

PROMPT

@PowerPoint Create one slide for the Head of Sales from this story and chart.

Title: one sentence = insight + call to action. Colour the key words to match the chart, so the title works as the legend.

Body: Problem, Stakes, Steps, Call to Action. Max 10 words each.

Chart on the left, points on the right. Clean layout, lots of white space.

Use only figures from the earlier steps.

THE ARCHITECT'S MOVES

Same pipeline
A new agent, same chain

Title does the work
Insight and ask in one line

Human signs off
AI makes, you check

THE TAKEAWAY

Prompts get answers.
Architecture gets value.

Discover
PREP and SCAN for insights

Develop
Tell it with STORY

Design
Let the story pick the chart



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