FinSeminarIQ™

Analytics & Business Intelligence

Turn Retirement Dinner Attendees Into Clients

Prepared by Axon Tech Labs

axontechlabs.com

2026

FinSeminarIQ™ - Analytics & Business Intelligence

Axon Tech Labs | axontechlabs.com | 2026

The Moment That Changes Everything

The dinner ends. Forty people walk out the door. In the old world, the advisor has a sign-in sheet and a vague memory of who seemed interested.

In FinSeminarIQ, the advisor opens a dashboard and sees this:

- 34 questionnaires submitted
- 11 prospects scored VIP Private Wealth Targets — ready for a consultation offer before they leave the parking lot
- 9 prospects flagged as Preservation & Protection — lead with LTC and tax-loss harvesting
- 6 prospects are Accumulation & Income — lead with distribution guardrails and annuity structures
- 4 prospects already have an advisor but are open to alternatives — highest conversion probability in the room

The follow-up is not a cold call. It is a targeted conversation that starts exactly where the prospect said they are.

What the Data Model Makes Possible

Every campaign produces a rich, structured dataset that flows from the operational database into the analytics warehouse and powers nine QuickSight dashboards. The data goes far beyond questionnaire responses — it is a complete picture of each prospect built from two sources.

Before the Event — Purchased Wealth Data

- Net worth, investable assets, household income, home value, discretionary income rating - sourced from third-party wealth data
- Age, marital status, homeowner status, residence years, business owner flag
- Investment preferences, retirement interest score, retirement account status

At the Event — Self-Reported Questionnaire

- Current financial situation: income range, retirement savings, debt, dependents
- Timeline: retirement age, years until income needed
- Psychology: investment style, reaction to a 20% portfolio drop, guaranteed income percentage
- Goals: primary retirement goal, biggest financial concern
- Advisor relationship: current status, interest in consultation, preferred contact method
- Planning needs: self-scored 1–10 across income, investment, tax, healthcare, and legacy planning

The combination of third-party wealth data and self-reported intent is what makes the analytics meaningful. Wealth data tells you who can afford to become a client. Questionnaire data tells you what they actually want to talk about.

The Nine Dashboards

Executive Overview

High-level KPIs across all offices and campaigns — total prospects, consultation rates, tier distribution, and average wealth scores. The executive's single-screen view of the entire operation.

Advisor Follow-Up Dashboard

The advisor's primary tool after every event. Every prospect who submitted a questionnaire is scored, tiered, and assigned a planning cluster with a specific pitch recommendation. Sorted by priority — the advisor knows exactly who to call first and what to say.

Questionnaire Insights

Aggregate view of questionnaire responses across all campaigns. Risk profile distribution, biggest financial concerns, retirement savings brackets, and advisor relationship status — giving management a clear picture of what prospects in each market actually care about.

Campaign Analytics

Management view of campaign activity and funnel performance. Campaigns and events per office, attendance rates, consultation rates, and funnel drop-off across all offices and time periods.

Pool Intelligence Dashboard

Shows prospect pool composition — wealth profile, demographics, and geographic spread — and how much of the pool has been used across campaigns. Helps management understand pool health and when a new data purchase is needed.

Prospect Directory

Searchable, filterable directory of all prospects across all events. Full prospect table sorted by total score with tier, planning cluster, consultation request, preferred contact method, and advisor pitch recommendation for every prospect.

Venue Analytics

Full view of venue performance across all campaigns — which venues produce the highest attendance rates, highest consultation rates, and highest average wealth scores. Helps campaign planners choose venues based on past performance data, not gut feel.

Event Analytics

Detailed view of individual event performance — attendance, questionnaire completion rates, tier distribution, and funnel metrics broken down by event and office.

Invite Suppression Analytics

Full visibility into the suppression pool — which prospects are suppressed, why, for how long, and across which offices. Helps management monitor suppression health and ensure no high-value prospect is accidentally excluded from future campaigns.

Amazon Q — Plain English Analytics

Every dashboard is connected to Amazon Q generative AI. Any team member — advisor, office manager, or regional director — can type a question in plain English and get an instant answer, without writing SQL, without calling an analyst, without waiting for a report.

This is not a chatbot that searches documentation. Amazon Q reads the actual data in the dashboard and answers questions about it directly.

Questions Advisors Ask After an Event

- "Which prospects from last night should I call first?"
- "How many people said they are open to switching advisors?"
- "What was the most common financial concern at this event?"
- "Show me everyone who scored high on legacy planning."

Questions Managers Ask Across Campaigns

- "Which offices have the highest proportion of VIP prospects?"
- "What is our average consultation rate this year?"
- "Which planning cluster is most common in Roseville?"
- "Which office has the highest percentage of VIP prospects?"

What-If Questions for Strategy

- "What if we lowered the VIP threshold from 75 to 65 — how many prospects would move up?"
- "What factors contribute most to prospects being classified as VIP versus lower tiers?"
- "What percentage of prospects in each tier want a consultation?"

Why This Matters for a Financial Advisory Firm

The questionnaire data is the most valuable asset the platform produces. It is structured, self-reported, and collected at the moment of highest engagement — when the prospect is sitting at a dinner table that the firm paid to put them at.

Most firms collect this data informally, if at all. An advisor might take notes. A staff member might enter something into a CRM. The information is inconsistent, incomplete, and locked in individual advisors' heads.

FinSeminarIQ makes this data systematic, structured, and ready for analysis at any time. Every prospect who attends an event answers the same 25 questions. Every answer is stored in the same schema. Every campaign adds to the same dataset. Over time, the firm builds a longitudinal view of the retirement planning concerns in each of its markets — not from a survey company, but from the actual prospects who showed up to their events.

That dataset is owned entirely by the firm, lives in their AWS account, and is accessible to anyone they authorize — forever.

The Infrastructure Behind It

The analytics stack is entirely AWS managed services — no servers to manage, no idle compute costs.

Amazon Redshift Serverless

Star schema warehouse with fact tables and scoring and segmentation views computed at ingest time. Bills only when queries run.

Amazon QuickSight

Nine dashboards with SPICE in-memory engine for sub-second query response. Row-level security enforced at the data layer — each advisor sees only their own prospects, office managers see their office, executives see all offices.

Amazon Q

Generative AI layer built natively into QuickSight. Reads the SPICE dataset and answers plain English questions. No additional configuration required.

AWS Step Functions

Orchestrates the full data pipeline from the operational database to the analytics warehouse. Designed with no timeout ceiling — the pipeline handles any data volume without time constraints, completing in minutes regardless of campaign history size.

The analytics infrastructure runs on AWS managed services billed only for actual usage — no idle compute costs, no servers running 24/7. Infrastructure costs scale with usage and are passed through to the client at cost with no markup.