For both the questions I have only used the method of web-search and asked a few of my peers for ideas.

1. How can we move the in-person experience to completely virtual?
   * To tackle this question, I focused on searching what other stores and companies have done to transform their in-person store experience to online. I am summarizing the different approaches with the main focuses on personalizing tools (website to make customers feel welcomed and guided), online chat and meeting (having automated chats which then get transferred to professional), virtual store (product catalog), and finally, product configuration tools (custom product configuration to cater customers).
2. What stats do we need to know in order to customize the golf clubs?
   * The stats in customizing golf clubs is to find the customer's level of experience. The experience helps having a fixed range of clubs. The second biggest factor is the price range which can help in getting a bracket. The customization and purchases of the clubs depend on what the customer wants (different types of clubs) including customizing aesthetic and functionality.