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*“I am looking to improve our performance in the next quarter, what suggestions do you have?”*

### **Step 1: Identify the problem.**

We will start by tailoring our speech and ask the questions to the VP of sale to understand what they are looking for. Performance here refers to profit as a metric and suggestions need to be changed to opportunities because opportunities are based on facts while suggestion can be perceived as based on feeling and biases. So, the new question is “What are the opportunities in our business that could increase our profit in the next quarter compared to this quarter?”

### **Step 2: What do I need to know to solve the identified problem?**

To find this opportunity, we first must identify what we know, and what we need to know.

1. The Who:
  - a. Who are our customers?
  - b. Who are we getting the parts from our items from?
2. The What:
  - a. What is the item
  - b. What are the ip address of the customer
  - c. What is the specification of such items?
  - d. What are the components of each item?
  - e. What's the price of each component of the item?
  - f. What are the delivery methods? Pick up or Delivery.
  - g. What delivery methods? Overnight, expedite, or standard.
  - h. What are the delivery fees, transaction fees?
3. The When:
  - a. When was the order placed?
  - b. When was the order delivered?
4. The Where:
  - a. Where did the customer buy the item from? In-person or online?
  - b. Where do most of our online sales come from?
  - c. Where is our store location?
  - d. Where is the item manufactured?
  - e. Where is our bases of operations?
5. The How:
  - a. How much does the item cost?
  - b. How many unique IP address visit the site?
  - c. How many unique IP addresses buy an item?
  - d. How many items are bought by each individual ip address.
  - e. How long does it take to make the item?
  - f. How long does it take to ship the item?
  - g. How long was the user on the platform?

### **Step 3: Identify what Data need to be collected. Collect the necessary Data**

To complete this step, we will send out a request to the VP of Sale for sales data, financial reports, employee productivity logs, consumer behavior, sales forecast, customer demographics of the last quarter and the quarter before it, employee data (this includes first day at work, job title, salary, we will need to do a performance evaluation, and attendance records). After we asked and found the necessary information. Within these sets of data it should include company profit, such as income statement and balance sheet and any other resource that might be helpful in finding a solution to the problem.