

**From:** Rosa <Manager@Analytics\_Company.com>  
**Date:** Mon, 1/9/2021 2:14 PM  
**Subject:** Athena's Story March campaign  
**To:** Data Analyst <You@Analytics\_Company.com>

Good afternoon!

See below for an exciting opportunity from our newest client, Athena's Story, a feminist bookstore that just opened in our city. They're looking for us to help them make their March campaign a success. I know you'll do a great job supporting the launch of their new bookstore. Looking forward to hearing how you might tackle this challenge -- please reach out with any questions.

Rosa

----- Forwarded message -----

Hello, Rosa:

Thanks for the call yesterday! We're looking forward to partnering with you on our upcoming WHM campaign. We've been excited to open our newest location in your community and are hoping that you can help us make this campaign a success.

We've gathered results from a recent customer survey. The survey includes data about whether people plan to celebrate WHM. It also asks if they might celebrate by purchasing feminist books as a gift for a friend or just to enjoy themselves. And we surveyed customers to find out what they like most about Athena's Story and what types of books they'd like us to carry in the future.

We also have a dataset of historical data of internal sales records from our other four stores. We've included information on our two most profitable genres: feminist fiction and biographies of inspiring women. And we've included information on two new genres: children's literature and feminist zines. We've only started carrying children's literature and feminist zines in the past 12 months, but our customer survey does seem to indicate that people would enjoy seeing more of these kinds of titles.

As you know, we don't have our own analytics or insights team, so we're hoping you can help us make sense of it all. Let us know if we can answer any questions for you or your analytics team.

Thanks!

Emmeline, on behalf of Athena's Story