**1-2 Final Project Milestone One**

**DAT 210- foundation of Data Analytics**

**SNHU**

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**Situation Analysis**

Running for Glory (RfG), a specialized fitness store in Seattle, WA, has cultivated a dedicated following of running enthusiasts. Despite this, the company has not fully embraced the digital age and is deficient in comprehensive customer data beyond rudimentary sales figures. A partner in the business posits that the key to RfG’s continued success may lie in the expansion to outlying suburbs, targeting a younger demographic. However, this proposition lacks the backing of practical demographic data.

**Problem Identification**

The principal challenge confronting Running for Glory (RfG) is the absence of detailed customer demographic information and trend analysis. This deficiency obstructs strategic planning for business expansion and product procurement. Furthermore, the company finds itself incapable of conducting substantive dialogues with suppliers regarding the feasibility of procuring new products or discontinuing existing ones. This void in data-informed decision-making could potentially curtail RfG’s potential for growth and profitability.

**Business Processes Affected**

This issue has a significant impact on multiple business operations. Initially, the absence of demographic data impedes strategic planning for business expansion. Secondly, the processes of inventory management and product sourcing are compromised as RfG is unable to make informed decisions regarding the introduction of new products or the discontinuation of existing ones. Finally, the lack of necessary data to comprehend customer preferences and behaviors adversely affects customer relationship management. This data could be instrumental in customizing marketing strategies and enhancing customer service.

**Conclusion**

In summary, it is imperative for Running for Glory (RfG) to embrace technological solutions capable of collecting and analyzing customer demographic data as well as sales trends. This adoption will facilitate data-driven decision-making, refine strategic planning, optimize inventory management, and foster more efficient customer relationship management. By tackling these challenges, RfG can strategically position itself for sustained growth and success in the future.

Resources

Uma Sekaran, & Bougie, R. (2020). *Research Methods For Business*. Wiley Global Education.

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