**Task 4: Evaluate information needs for a new project**

**FROM:** Michael Ortiz   
**Subject:** Potential New Project

Hello,   
Thank you for your efforts on the Helio project.

We have a potential project with a new client that I would like you to start working on right away. To get you started, let me share with you what I know about the client’s needs and explain what you need to do to get the project off the ground.

Our client, Generation Luxe, is a retailer of high-end, fashionable apparel targeted at young, affluent women. They have a number of stand-alone boutiques within selected department stores.

Julia Chan, the buyer for Generation Luxe, has approached Alert Analytics to explore how an analysis of web data may enable her to make better purchasing and marketing decisions for some emerging brands she is considering adding to next season’s collection.

In the ***Generation Luxe Analysis Request*** (attached to this email), Julia explains her initial thinking on the business decisions she needs to make and for each decision, a  list of questions she believes need to be answered to make those decisions.

For this project to be successful, we need to ensure that the questions we set out to answer can actually be answered through data analytic methods. Clients often view data analysis as a magical process that can answer any question they dream up---however, it has definite limitations and one of our responsibilities to our clients is to set accurate expectations about what question data analysis can and cannot answer and help our clients frame feasible and meaningful questions.

This is where you come in— your task is to review the business needs and assess the associated questions in the ***Generation Luxe Analysis Reques***t to identify any questions we can’t accurately answer using a sentiment analysis of data on the web, either because it is not feasible to answer the question using data analytic methods or because we need additional information to better define the data we will capture and analyze to answer the question.

Please explain your assessment of the questions she has enumerated in a brief 3-5 page report that I can share with Julia.

For each of the questions that you believe can be answered by a sentiment analysis, sketch your approach to answering the question.  At this stage, I don’t need a specific enumeration of all the features that would be required, but I would like to review your thoughts on the types of data patterns you plan to capture. Please provide a few examples for each type. Also clearly state which questions can’t be answered, why, and what information is needed to clear up any ambiguous questions. If you have suggestions to better address her business needs by adding new questions or rephrasing the original questions please include those suggestions in your report.

Best,  
Michael Ortiz  
Senior Vice-President  
Alert! Analytics