



✓ **Congratulations! You passed!**

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**100%**

## Self-Reflection: Business use of data

TOTAL POINTS 2

1.



1 / 1 point

Previously, you learned that industries use data in all kinds of different ways. Now let's analyze the businesses you interact with day-to-day and reflect on how they use data to improve their customer experience.

Ways a business uses data

Pick a company, service, or product that you've had personal experience with that uses data to improve its customer service. Some examples are local restaurants, health care providers, internet providers, etc. Then, think of a specific customer experience problem this company, service or product might have that you suspect could be addressed with data. This could be something like a restaurant tracking sales of a new product, or internet service providers trying to figure out where outages are occurring. Try to avoid broad problems and think of specific issues. For example, the meal you ordered from a delivery service arrived cold.

In the text box below, write 1-3 sentences (20-60 words) on the company, service or product you chose and how they could use data to improve customer experience.

I would said Shoes Store. Sometime is lack of specific shoe number request from customer.

✓ **Correct**

Thank you for your response! All sorts of industries can benefit from using data to solve business problems, including improving overall customer experience.

2. Next, we'll think about the type of data that needs to be collected and how the data will be used. In the example of the restaurant, let's pretend the problem that will be solved is delivery food arriving cold to customers' homes. More data about the delivery process could help the restaurant streamline the process and deliver food on time.

1 / 1 point

In the text box below, write 1-3 sentences (20 to 60 words) reflecting on what types of data could be used to resolve the problem referenced in the question above.

Company can be track the sale performance in each location, and varied by different season. Then compare with stock they have before and now determine which is most shoe number they should get and prepare to provide better customer experiences.

✓ **Correct**

Thank you for your response! Data analytics helps businesses make better decisions, but getting there is a process. It begins with an analysis of a business problem, identifies data that can provide insights about that problem, and then uses data analysis to arrive at an answer. Sometimes you get an answer that solves your business problem, but it's often just as likely that you discover other questions to investigate further, with more data analysis.