Case 2 - Baking Store

Shaenette loves baking so much that she considers selling her pastries online. Do you think she needs to be data-driven? What are your advice to her?

What data do you need? (Top 3)	Why you need it?	How do you use it?
Material data, product data, and online platform data.	To clearly illustrate and help create a more efficient online sales structure.	Ingredient data is used to purchase and stock the ingredients needed to make cakes. Product data is used to create a catalog of the cakes to be sold and to determine their prices. Data that indicates which platform or social media is most suitable for online selling.

Case 3 - Charity Industry

Haji Endo is the head chief of one of the largest charity in Yokohama. Fundraising and distribution in traditional fashion have been running for years, but Haji Endo wants to do a breakthrough: to serve the donors and recipients more personally. What can he do?

What data do you need? (Top 3)	Why you need it?	How do you use it?
Transaction data, donor data, recipient data.	To simplify contacting and distributing funds, making the process more efficient.	Transaction data is used to record and track the amount and types of transactions taking place, as well as to identify both donors and recipients. Donor data is used to capture detailed information about the donors, such as their names and profiles, to facilitate record-keeping. Recipient data is also used to understand the profiles of the recipients so that aid can be distributed correctly and record-keeping becomes easier.