Q1. Which decisions in this story could be considered unstructured problems? Structured problems?

A) From the case we can observe that blending of raw oranges to get the certain taste of OJ using the black book throughout the year could be considered unstructured problems and dealing with the external factors such as weather patterns and crop yields can also be considered unstructured problems as the makes the process less structured

B) On the other hand tasks related to routine like bottling, packaging, planning supplies for at least 15 months and replanning the business using the black book algorithm in case of hurricanes or freezes can be considered structured problems.

Q2. How does the Black Book help Coke's managers and other employees in decision making?

A) The black book algorithm helps coke's managers and employees in decision making by providing them data to deliver fresh, tasty orange juice throughout the year even during the peak growing season that lasts only three months.

B) The data in the black book about the external factors like weather pattern and crop yields helps the coke manager's in making decision about the sufficient supply of oranges for 15 months.

C) The black book provides the mathematical model in case of unexpected events like hurricanes or freezes to quickly re-plan the business.

Q3. What does Coke's big data have to do with its goals?

A) Cokes data plays a crucial role in helping the company achieve its goals. By collecting big data on more than 600 different flavors, customer preference and external factor like weather patterns coke can make decision to optimize its orange juice production process.

B) The driven data helps the decision makers to plan supplies for 15 months in advance, ensuring sufficient materials to meet customer demand

C) The data in the Black book guides the blending of different batches of raw juice to match specific taste and consistency requirements.

D) This data-driven approach allows Coke to consistently deliver high-quality orange juice throughout the year

Q4. What do you understand by revenue analytics? How can it help managers make better decisions?

A) In this case revenue analytics likely involves analyzing data related to orange juice sales, customer preference, pricing strategies and other factors influencing revenue

B) By using revenue analytic, coke's managers can gain deeper understanding of customer behavior and preferences

C) Revenue analytics can help managers identify profitable customers, pricing strategies and product offerings, maximizing revenue and profitability

D) Analyzing the effectiveness of promotions, discounts and marketing campaigns in driving revenue growth