

Business Understanding: Asking Questions

Business Goal

The company's e-commerce business goal is to optimize its pricing strategy to maximize revenue and profitability. By leveraging data science, the company aims to identify patterns in historical sales data, pricing changes, and customer behavior to make informed decisions on pricing and promotional strategies.

Directions: Determine which of the following questions are relevant to the company's business goal. Drag the questions into the correct categories.

Relevant Questions to Business Goal

- What are the profit margins for different products?
- How do customer demographics influence their price sensitivity?
- How do customer purchase behaviors change during specific promotional periods?
- Which products have experienced the highest sales volumes in the past?
- How do product ratings and reviews influence customer purchase decisions?

Not so Relevant Questions to Business Goal

- What is the company's organizational structure?
- What are the customer's preferred payment methods?
- What is the historical website traffic data for the e-commerce site?
- How many employees work in the marketing department?
- How much does the company spend on office supplies?

Check your score

Score 100 %

Keep trying until you score 100 percent! You've got this!

Start Over

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