## *Problem statement

#### Study a project for a chain of home entertainment rental stores and identify different analytical questions needed to be answered for the given case study.

***Case Study: Chain of home entertainment rental stores***

With a global presence and strong brand in the worlds of film, television and gaming, this client wanted to consolidate and optimise its operations throughout the country.

The primary focus was on production, distribution and labour costs. For this project, there were three key priorities:

 Streamlining the overall supply chain costs

 Consolidating the production and distribution facilities

 Streamlining the overall labour costs

To achieve this deep level of effective change, WBS creates an implementation team made up of WBS consultants, and representatives from the client's own people.

In this instance, the client created a project team organised into five groups, with each group trained in the skills required to perform their designated tasks:

****Transfer Team***-targeted with identifying the stock to be moved, packing and itemising the stock, arranging transport, unpacking and sorting at the new destination, and uploading onto the company's computer system

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****IT Team*** - targeted with the transfer of data from the Manufacturing Resource Planning system

****Customer Communication Team*** - targeted with providing daily communication and progress reports to the client

***What Are Case Study Questions?***

Case study questions are business-oriented situations or challenges presented during the interview for which candidates require to provide solutions. These questions assess a candidate's business acumen, analytical skills and problem- solving capabilities

What precisely are data analysis questions? Let's investigate. Data questions should be distinctly formulated while considering the sector you're in and the rivals your company is attempting to outperform. Poor identification can lead to incorrect interpretation, which can negatively impact corporate productivity, overall outcomes, and create issues.

***Different Types of Case Study Questions?***

You can classify most case study interview questions into the following categories:

****Estimation questions****:* Such questions assess your ability to estimate the market size or make educated guesses using limited information and common knowledge.

****Business case questions***: These questions evaluate business acumen, analytical skills and decision-making based on the information you have. A hiring team might use real or theoretical client issues.

****Logic and reasoning questions***: More generic and mostly related to non- business topics, these questions are almost like brainteasers that test reasoning and creativity skills.

****Visual interpretation questions***: Interviewers could provide a chart or graph based on real or fictional business data and ask you to derive conclusions.

****Value proposition questions***: These questions evaluate the ability to understand customer preferences and behaviour, besides business fundamentals, research methodology and intuition.

***Analytical questions***

1. ***What exactly do you want to find out?***

Think in what way you want them to develop further. Can you influence this development? Identify where changes can be made. If nothing can be changed, there is no point in analyzing data.

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1. ***Where will your data come from?***

Our next step is to identify data sources you need to dig into all your data, pick the fields that you’ll need, leave some space for data you might potentially need in the future, and gather all the information in one place. Be open-minded about your data sources in this step – all departments in your company, sales, finance, IT, etc., have the potential to provide insights.

1. ***Which scales apply to your different datasets?***

You’ll want to be mindful of the level of measurement for your different variables, as this will affect the statistical techniques you will be able to apply in your analysis. Here are basically 4 types of scales: Nominal , Ordinal , Interval , Ratio

1. ***Which statistical analysis methods are you interested in using?***

* Regression Analysis – a statistical process for estimating the relationships and correlations among variables.
* Cohort Analysis – it enables you to easily compare how different groups, or cohorts, of customers, behave over time.
* Predictive & Prescriptive Analysis – in short, it is based on analyzing current and historical datasets to predict future possibilities, including alternative scenarios and risk assessment.

1. ***How will my analysis be used?***

Following on the latest point, after asking yourself who will use your analysis, you also need to ask yourself how you’re actually going to put everything into practice. This will help you arrange your analysis and reports in a way that transforms insight into action.

1. ***What advanced technologies and what kind of software will help?*** Continuing on our previous point, there are some basic and advanced tools that you can utilize. When you're deciding on which analysis question to focus on, considering which advanced or emerging technologies you have at your disposal is always essential.

By working with the likes of artificial intelligence (AI), machine learning (ML), and predictive analytics, you will streamline your data questions analysis strategies while gaining an additional layer of depth from your information.

***Conclusion***

With this information, you can outline questions that will help you to make important business decisions and then set up your infrastructure (and culture) to address them on a consistent basis through accurate data insights. These are good data analysis questions and answers to ask when looking at a data set but not only, as you can develop a good and complete data strategy if you utilize them as a whole. Moreover, if you rely on your data, you can only reap benefits in the long run and become a data-driven individual, and company.