**Task 2:**

You need to visit 5 businesses in your surroundings like retail stores, hospitals, restaurants any businesses who you can easily success and ask them following questions,

Here are all 20 questions:

**1. How many customers visit your business each day?**

- On average, we receive around 100 customers per day.

**2. What are the peak hours of customer footfall?**

- The peak hours of customer footfall are typically between 11 am and 2 pm.

**3. How many repeat customers do you have?**

- We have approximately 30% repeat customers.

**4. What is the average transaction value per customer?**

- The average transaction value per customer is $50.

**5. How do you currently attract new customers?**

- We attract new customers through social media advertising and word-of-mouth referrals.

**6. Are you aware of your customer demographics?**

- Yes, we have a good understanding of our customer demographics.

**7. Do you collect customer feedback or reviews?**

- Yes, we collect customer feedback and encourage them to leave reviews.

**8. How do you currently market your business locally?**

- We market our business locally through local newspapers and community events.

**9. Are you utilizing any loyalty programs or discounts?**

- Yes, we offer loyalty programs and occasional discounts to our customers.

**10. What are the main factors influencing customer buying decisions?**

- The main factors influencing customer buying decisions are product quality, price, and customer service.

**11. Do you track customer satisfaction levels?**

- Yes, we regularly track customer satisfaction levels through surveys and feedback.

**12. Are you aware of your competition in the local market?**

- We are aware of our competition in the local market and monitor their offerings.

**13. How do you currently measure the success of your marketing efforts?**

- We measure the success of our marketing efforts through sales growth and customer feedback.

**14. Are there any specific challenges you face in the local market?**

- One of the challenges we face in the local market is increased competition from online retailers.

**15. Are you open to exploring new marketing strategies or partnerships to grow your local customer base?**

- Yes, we are open to exploring new marketing strategies and partnerships to expand our local customer base.

**16. What kind of data do you currently collect about your customers?**

- We collect data such as customer names, contact information, and purchase history.

**17. How do you store and manage your data?**

- We store and manage our data securely in an encrypted database.

**18. Are you utilizing any data analysis tools or software?**

- Yes, we utilize data analysis tools and software to extract insights from the collected data.

**19. How often do you analyze your data to gain insights about your business?**

- We analyze our data on a monthly basis to gain insights about our business performance.

**20. Do you have a dedicated data team or person responsible for data analysis?**

- Yes, we have a dedicated data team responsible for data analysis and managing customer data.

After asking questions you need to pitch these lines with full energy

Dear business owner,

I want to highlight the incredible benefits data science can bring to your business. By sharing a portion of your data with us, we can provide you with valuable insights that will help boost your sales. Here's why you should consider collaborating with us:

1. Tailored Offerings: With data analysis, we can understand your customers better, their preferences, and buying behavior. This will allow you to offer personalized products or services, resulting in increased customer satisfaction and sales.
2. Pricing Optimization: By analyzing market trends and competitor pricing, we can help you determine the optimal price points that maximize your profits and attract more customers.
3. Targeted Marketing: With insights from your data, we can identify the right audience and create targeted marketing campaigns. This will ensure that your message reaches the right people, leading to higher conversion rates and increased sales.
4. Untapped Opportunities: Through data analysis, we can uncover hidden market segments, emerging trends, and unmet customer needs. This will help you stay ahead of the competition and seize new opportunities for business growth.

By collaborating with me and sharing your data, we can unlock the power of data science to provide you with valuable insights that will ultimately increase your sales. Let's work together to take your business to new heights.

Thank you.

Excellent; after this market research you need to do following,

1. Create a report by giving business name on top with answers of the questions you have asked them.
2. Capture a picture of business owner or place with you and attach here, this will be your memory for future.
3. Don't fear about anything; just go and hunt your first client; your this research will help you to understand data problems which will help you in next weeks work.

Task 3: create a post; video preferred and post on social media and share your learning experience in week 1 of Glowingsoft Technologies internship. Encourage more people to join it and learn by working on real industry projects.

Good Luck champions 🏆  
Perform your best and be proud of yourself. 👍