*Exercise 3.2: Assume you are working on a project for a business that has tasked you with finding a way to increase revenue across one product line by 5%. You are welcome to create the product line if it helps complete the assignment, but this is not required. Create a list of 10 questions you would ask the stakeholders and SMEs to solicit input needed to initiate this project.*

These are the set of questions that I would ask stakeholders, business analyst and SME to initiate a study on a product line and how to increase revenue across one product line by 5%

**Product General Information**

1. Would you please provide an overview and product line information?
   * 1. Company vision, strategy and product history
     2. How long it has been in the market
     3. Quality testing and certification
     4. Latest Model, upgrade, on-going research and development
     5. Competitor comparison (sales, product, abilities, pricing)
     6. Availability of product data
     7. Marketing and Advertisement
     8. Ethical Consideration

This will give me insight into the product information and start to go through the potential variables that need to be looked at

1. What is the existing process of how the product is manufactured?
2. What is the existing process of how the product is distributed?

These two questions will give me insight into the end-to-end process from producing/obtaining the product to selling the product. We can explore if these processes can be examined to identify any efficiency on the process or capability that can lower the cost of the product, therefore, increase productivity.

**Product Sales and Cost Information**

1. What is the unit sold of each item in a product line? (time based: Monthly/Yearly)

This should help give me insight into how each item within a product line where sales are slow and those that are popular.

1. What is the current product average sales per price point?

Allows me to understand the price scale of each item and possible price points that can result in higher profit.

1. What are the sales by the area it is being sold? (Store, eCommerce/online, etc.)

This will allow me to analyze the area were being sold or distributed low.

1. What is the overall total cost of each product?

This will allow me to examine potential ways to look at variables that can reduce the cost to make and sell the product

**Product Consumer Information**

1. Who are the current customers? (Demographic information, behavior: Loyal v.s average, potential new customer market)
2. Who are the profitable and unprofitable customers of the product line?
3. Do we have customer feedback and rating information of the product line?