**Analyzing a Problem**

* This will be a group activity for the participants at the end of Day 1 (20/08/2019)
* Participants will be divided into 6 groups and will be allocated with one of the problem statements
* Expectation from the participants is to use the concepts learned on Day 1 – Analyzing a problem (Problem analysis, Problem analysis tools and steps in problem analysis) on the below problem statements and present a one slider on their approach
  + *Declining trend of customer footfalls and sales in offline retail stores in US*
  + *Selling partner abuse (across product, pricing, catalog, promotions) is impacting customer experience while shopping at Amazon*
* Participants are asked to use the below leading questions to get started
  + *What data points have you looked at to understand this problem?*
  + *What symptoms did you observe?*
  + *How did you break this problem?*
  + *What tools have you leveraged to identify the root causes of this problem?*
* Each group will be given 7 Mins to present and 3 Minutes for Q&A