

Week 4 Quiz Solutions

1. WAVE Beverages is looking to launch a new product. Who is their target audience?

Millennials

2. What was the concern of the Director of Operations?

That the time and money the distributors are investing will be worth it.

3. What is the key business opportunity for WAVE Beverages?

Position a new product with both market segment and promotional approaches

4. What data sources are available for you to review in this simulation? (select all that apply)

All of the above

5. What analytics techniques would you apply to help WAVE Beverages? (select all that apply)

1. **Predictive analytics**
2. **Descriptive analytics**