By: Eng. Saif Khalaf

To: Ms. G.G. Rusnack

Subject: Unexpected Profitability Data, it's Utilization, and Monetization

Dear Ms. G.G. Rusnack,

I hope you this email finds you well. In the past 3 week I have been in the process of discovering, assessing, and structuring the utilization of the company's Data of the past 4 years, the most important thing that the endeavor eyed me own was the drop-down in the market value of the company's products that made it lose a notable market share to the rivals. Eventually, besides all the tangible and in tangible assets that are reported in our financial statements, companies are utilizing some kind of assets that are not traditionally fall under the known definition of an asset which are data and information. As well-known by now many organizations such as Google, Meta, Twitter, Amazon ... etc. are considering data that is generated from their users a main and invaluable asset even though it doesn't fall under the traditional definition of an asset. The data collected help them enhance their products and services and create them a dominance in the market by harvesting a huge market share for them. And that's why they have started making huge investment in monetization of data and information generated from users.

As a starter, data monetization simply means generating economic benefits from the data and information gathered throughout the normal course of business such as: sales data, inventory data, returns, customer details, customer feedback, website behavior, etc. Data monetization can be conducted depending on two different ways: direct and indirect monetization. Direct monetization covers the exchange of information in return of goods or services, incorporating data in the products itself, or outright sale of data to data brokers or other third parties. On the other hand, indirect monetization entails integrating data internally to improve the business process that result in measurable business outcomes as increase in sales or cost savings. As many of retail businesses like Dollar General and Kroger have begun monetizing their gathered information lately they have either boosted their sales or have generated separate revenue stream resulting in impressive increase in their annual revenue.

Notably, selling only sports apparel doesn't boost the company's performance in digitized economy that is fully saturated with data driven businesses decisions and personalized products. Taking that in consideration, I strongly support the idea that goes for using pattern analysis to sales data relating to size, color, weight, packaging, and other characters would help our company greatly to manufacture more personalized products that ensure increased utility to the customers. Unfortunately, the collection of customer data raises issues regarding privacy risks besides obligating us to ethical responsibility of not allowing the data of our customers to be compromised an jeopardized. besides that, analysis of usability, appropriateness, and suitability of data is of a significant importance to make sure that the resulting decisions are of a huge value and fulfill the, needs, requirements, taste, and the preference of the customers.

I hope that my analysis will be helpful in shedding the light on things that might help in identifying areas which are still not examined nor discovered yet carries great possibilities for the prosperity of our organization. I would be delighted if you would be able to include this topic as an agenda of the executive meeting that is going to be conducted next month.

Kindly Regards,
Saif Khalaf
PM/BA