[]lScenario 1: Retail Sales Analysis

Questions to ask the company: What type of products are you selling? What products are being affected the most by the decline? Has there been a decline in quality? Has there been any negative news about the company or influential individuals within the company? Are the factors internal or external? Are there any events that occur during the months of decline? What is the main demographic of your customers? Is there a poor customer experience at the store or on the website? What rewards or loyalty programs are in place? What products are still selling due to decline?

Hypotheses:
- Winter clothes are being affected the most by the decline, due to warmer weather. When more summer shirts are sold, sales will improve.
- Customers might be looking for specific brands. The decline in sales could be fixed with a greater variety of brands.
- If the main demographic of customers is athletes, we might need more athletic gear for the summer.
- There are fewer employees during some months, leading to poor customer experience. Hiring more employees will prevent understaffing.

Scenario 2: Healthcare Patient Satisfaction

Question: What accommodations are available for those waiting for service?

Hypothesis: Having entertainment(such as TV) and booklets to inform about various health conditions can help pass time, leading to better reviews online.

Scenario 3: Social Media Engagement

Question: Are people forgetting to check the app, causing less user engagement?

Hypothesis: If we increase the frequency of user account recommendations and status updates for the app, people will remember to check the app. This will lead to more activity time from their accounts.

Scenario 4: Environmental Conservation

Question: Are tourists discarding more plastic waste than locals? Are tourists more common in areas with more waste?

Hypothesis: If tourists are banned from areas with the most waste, those areas will be cleaner.