Topic1: Price Discrimination

The price discrimination I focus here is **personalized pricing**, which means selling products or service to each customer at a different price.

Here are some methods to analyze the price discrimination:

* What kind of customers are affected by price discrimination? What kind of customers are less likely affected by price discrimination?
* The distribution of price discrimination in various industries?
* How is the difference between the regular price and discriminated price for every product and service?

Why these answers to these questions would be relevant to policy makers, business leaders and thought leaders?

* To help the policy makers to understand the existing price discrimination problems and study the future trends. Therefore, the government can make better policies to protect consumers
* To help non-profit Leaders to identify deceptive marketing on consumer behavior. Therefore, they can provide advice to consumers to improve their consumption decisions

Topic2:How the Holidays Change Consumer Behavior

Here are some questions:

* What percentage of consumers will purchase gifts on line and in store? Is the situation as normal, or it shows the seasonality?
* Which industries are most affected by the change of Consumer Behavior?
* How the spending during the holidays?
* The characteristics of those consumers who change their purchase behavior?
* When consumers start their holiday shopping

Why these answers to these questions would be relevant to policy makers, business leaders and thought leaders?

* This can help business the better develop marketing strategies during holiday, including identifying the target consumers, deciding when to start the holiday promotion and so on.