Individual Insights Summary

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Discover Stage (15%): Clear initial findings with data support

Investigate Stage (15%): Deep "why" exploration with multiple angles

Validate Stage (15%): Critical evaluation of assumptions

Extend Stage (15%): Actionable business applications

For Product Performance Analyst:

Focus Questions:

Which products/categories perform best?

What drives product profitability?

Where should we focus product strategy?

Required Analysis:

Product profitability analysis

Category performance comparison

Discount impact on product success

Task 4.1: Apply the DIVE Framework

Choose ONE business question from Task 3.1 and apply the DIVE method:

D - Discover (Basic Finding)

Start with a simple query and finding. Document:

Your initial question

The basic answer/metric

Your first impression

I - Investigate (Dig Deeper)

Ask "why" questions about your discovery:

Why does this pattern exist?

What factors contribute to this?

How does it vary across dimensions?

Use Gemini to help generate hypotheses and additional queries.

V - Validate (Challenge Assumptions)

Question your findings:

What could make this conclusion wrong?

What data limitations exist?

Are there alternative explanations?

E - Extend (Strategic Application)

Transform insights into action:

What should the business do?

How can we measure impact?

What are the risks?