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Assignment 1.4: What can data science do?

1. I would look at the sales data and to see which products were purchased, by who, and at what price. I would look to see what items were looked at and then purchased, but I also would analyze the data to see what was looked at, and did not get purchased. I would make my recommendations based on the answers found in the data.
2. I would analyze the time that potential customers spent in each part of the onboarding process, and which point in the process that people are backing out, I would try to find out if this was a problem with the onboarding process, or a pricing issue. I would also analyze the marketing data to see if the marketing campaigns are actually generating traffic on the website.
3. Well obviously the hotel's available should have priority in the ranking process, no since in giving someone a price for a room they can't rent. We should probably find out if people visiting the website are reading customer reviews also.
4. We need to look and see if there is a patten to users accessing the network and then discontinuing, perhaps going back as far as a year to analyze their network logins and activity after login, perhaps we can figure out what these people aren't getting from the site, or perhaps what they can't find on the site.