GROUP INTERVIEW QUESTIONS

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Introduction

The first stage is to go through an introduction process to get familiar with the people and roles from both sides. The goal of the introduction is to outline the purpose of the interview, which is to gain clarity on the project objectives, address any concerns or questions, and ensure alignment with stakeholder expectations. Finally, thank the stakeholder for participating in the interview.

Proposed Questions

1. Please introduce yourself and provide some background on your role within Yeoman Technology Group.

2. What are the primary objectives that Yeoman aims to achieve through the optimization of brand positioning and performance on Amazon?

3. How do you envision leveraging the data models developed through this project to enhance client outcomes?

4. Are there any specific metrics or key performance indicators (KPIs) that you prioritize in evaluating the success of this project?

5. Could you elaborate on the availability and accessibility of Amazon data that Yeoman has access to for this project?

6. What are the sectors you would like to focus on for the next 12 months?

7. How does your business model plan for and address seasonality?

8. What do you consider to be your three biggest successes so far?

9. Are there any sectors that Amazon directly competes with you? (Amazon Basic)

10. Are you able to adjust your retail prices on the platform? What about wholesale prices?

11. In terms of the data you've provided, could you walk us through what kinds of data sets we have at our disposal? What sources do these data come from, and how do you believe they will help in answering the business question?

12. Could you describe any previous attempts or strategies that have been employed to tackle this issue? What were the results, and how do you think this project could improve upon those efforts?

13. Could you elaborate on the main challenges that your clients, particularly those from non-digital native sectors like Stonewall Kitchen or NFL merchandise, face when

transitioning to digital platforms like Amazon? How do these challenges inform the objectives of the Brand Influence Model?

14. Looking beyond the initial implementation of these models, how do you envision scaling or evolving these tools? Are there specific future capabilities or additional integrations you are considering?

15. Are there any significant data limitations we should be aware of?

16. Can you provide a breakdown of the scheduled timelines and significant checkpoints for the development and deployment of these data models, and are there any restrictions or challenges we need to factor in?

17. What level of involvement and support should we expect from your team as the project unfolds?

18. What are your envisioned results or aspirations concerning the application of your data models in this project?

19. What is the track record of traditional companies successfully shifting to digital models?

20. How do you anticipate that employing AI and data models will influence how your brand is perceived and positioned on Amazon relative to your competitors?

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