



Data Science and Analytics

Business Models and their Characteristics

Business Model Characteristics	Digital	Omni-Channel	Traditional
Presence, Operating Hours, Scalability	Online presence only. 24/7 availability. Easiest to scale.	Physical and online presence. Varying availability. Some flexibility to scale.	Physical presence. Limited availability. Most difficult to scale.
Product Inventory and Range	Digital inventory. Virtually unlimited product range.	Physical and digital inventory and product range.	Physical inventory. Typically limited by space.
Customer Base	Global.	Global and local.	Mostly local.
Marketing Opportunities	Wide range of digital marketing channels.	Combined digital and local channels.	Local channels.
Payments	Credit/debit cards. Online payment gateways. Digital wallets.	Cash. Credit/debit cards. Online payment gateways.	Cash. Credit/debit cards. Online payment gateways.
Customer Support	Live chat, email, social media, web support.	In-person assistance. Phone support, live chat, email, social media, web support.	In-person assistance. Phone support.
Data Analytics	Advanced tracking and analytics tools.	Advanced tracking and analytics tools.	Limited data and analytics capabilities.