**Introduction to Data Science**

Exercise 3

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1. What other products is this product similar to in our company?
2. What other products is this product similar to in the market/industry? Do we have rest of market data available?
3. Over what time period do we want to experience 5% revenue growth? What is our baseline revenue?
4. What other products is this product often bought with?
5. Which of our customers buy this product the most? Which buy it least or not at all?
6. What has been the growth trend of this product over the last 3 years?
7. What are the profit margins on this product? How would a 5% growth in revenue translate to profit?
8. How price sensitive is this product? How has volume fluctuated with price?
9. What is the average volume sold of this product per week, month, and/or year?
10. How does our price for this product compare with our competitors?