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DSC 500 Introduction to Data Science

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Questions

1. What is the current pricing on the product line?
2. How much revenue is the product line currently bringing in?
3. Who is the target consumer for the product line?
4. Are there specific geographical areas which are struggling more than others when it comes to revenue from the product line?
5. Is there data pointing to specific factors that may be affecting the revenue of the product line?
6. Is there any customer feedback that should be taken into consideration that may increase revenue?
7. Which companies are true competition in this product line?
8. What have these competitors done to grow their revenue when it comes to this specific product line (or product lines similar)?
9. Have we had a product line similar enough to this in the past and if so, what strategies were implemented (what worked and what didn’t) in the past?
10. How much are you willing to invest in order to make the necessary changes and drive-up sales?