With 1.8 billion customers, MasterCard is in the unique position of being able to analyze the behavior of customers in not only their own stores, but also thousands of other retailers.

The company teamed up with Mu Sigma to collect and analyze data on shoppers’ behavior, and provide the insights it finds to other retailers in benchmarking reports.

1. Identify three unique business opportunities that can be derived out of this data.
2. Propose a suitable architecture that will help to achieve the any two of the opportunities derived in (a)

Make appropriate assumptions wherever required.