

Business Understanding: Asking Questions

Business Goal

The company's e-commerce business goal is to optimize its pricing strategy to maximize revenue and profitability. By leveraging data science, the company aims to identify patterns in historical sales data, pricing changes, and customer behavior to make informed decisions on pricing and promotional strategies.

Directions: Determine which of the following questions are relevant to the company's business goal. Drag the questions into the correct categories.

**Relevant Questions to
Business Goal**

**Not so Relevant
Questions to Business
Goal**

What is the company's organizational structure?

What are the customer's preferred payment methods?

What are the profit margins for different products?

How many employees work in the marketing department?

What is the historical website traffic data for the e-commerce site?

Which products have experienced the highest sales volumes in the past?

How do customer demographics influence their price sensitivity?

How do product ratings and reviews influence customer purchase decisions?

How much does the company spend on office supplies?

How do customer purchase behaviors change during specific promotional periods?

Check
your score

Score
0

Keep trying until you
score 100 percent!
You've got this!

Start
Over

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