*Respond to 8 of 15 debrief questions*

**Historical data, reports, and tools available (4 questions)**

* How much effort did you put into exploring the past data about Blue’s performance? Was it time well spent? What did you learn from it?
* What filters made you change your decisions about improving Blue’s situation in the marketplace?
* How did you forecast demand? Why is the forecast outcome a range? Would a specific number be better? What’s the downside of producing too much? Too little?
* Would you describe these analytics as descriptive, predictive, or prescriptive?

**Overall approach and use of analytics/tools (3 questions)**

* What was your overall strategy to turn around Blue’s performance in the marketplace? What factors did you manipulate in your decisions as a result? What was the outcome?
* How big of a role did each of the following play in decisions? Why? What were the implications of your decisions?
  + Product formulation
  + Product features and positioning
  + Media channel spending
  + Trade channel spending
* Did you look at social sentiment? What did that tell you and how did it influence your decisions?

**Discussion on specific decisions (4 questions)**

* Did you lower price dramatically to gain market share? How did it work?
* Did you try to appeal to a particular geographical region? Which one? How successful were you with this strategy?
* Did you try to go upmarket with Blue and try to compete with Turbo? How did that turn out?
* Did you feel that you were able to get beyond the “what” in your analysis to the “why” and the “how”?

**Real-world application (4 questions)**

* What lessons can you draw about the use of these types of analytics? How easy is it to use them? What factors might make them more valuable within an organization?
* How difficult do you think it would be to assemble and integrate all the data for a system like this?
* Can you see any downsides to this type of management? What might invalidate the data-driven lessons that you learned?
* What’s another example of a real-world application of analytics for managing a company?