**Historical data, reports, and tools available**

* *What filters made you change your decisions about improving Blue’s situation in the marketplace?*
  + The area that I found the most discrepancy between Blue and the other brands was within the different age groups, mainly the older population (45+). Over the four years I focused mainly on this group as I believe this was an area where the most dramatic improvement could be made as Blue only owned 5.5% of this market group in 2018. From here I decided to make my marketing decisions based on this sub-population. The first 2 years did alright as I increased the market share in this group modestly. The third year I decided to also target the younger population (<35) as well in an attempt to take more market share from turbo. This plan backfired as I lost customers in the 45+ population for a small increase in the <35 population. In that year the net customer growth was negative. In the final year I went back to my original strategy with again modest gains to market share.
* *Would you describe these analytics as descriptive, predictive, or prescriptive?*
  + I would say 95% of these analytics are descriptive, with the small exception being the forecast demand tool (predictive). The tools are focused on what has happened in the previous year, and there are not specifics about how well an individual variable manipulation reacted. This is where my suspension of disbelieve disappears, one I had played through the simulation a couple of times I attempted to manufacture all of the units need for the next 4 years in the first year. I did this under the assumption that my costs would decrease in the next years, the problem was is that it didn’t. This did not make since to me, unless the cost to house the excess product was just as expensive as producing it. In that case this strategy was no good. Moving on from that I believe that the forecast demand tool was poorly designed and did not help with my overall decisions.

**Overall approach and use of analytics/tools**

* *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?*
  + Like stated before I focused on the market segment that was the population 45 years old or above, as Blue had the smallest share of this group. To attract this group I produced powder soap at a lower price with odor elimination as my product feature. Also to be sure that I focused my marketing on this group a majority of my ads were in text and TV outlets. For the most part year to year I manipulated the price by dropping it a quarter most years, and attempted to manage my costs by varying the amount of product produced.
* *How big of a role did each of the following play in decisions? Why? What were the implications of your decisions?*
  + *Product formulation*
    - I stuck with the same formulation for the entirety of the simulation (powder). As it seemed to be a more attractive offer with lower costs. It also seemed that the difference between the formulations was seemed less important within this age group. The nice part about offering the powder was that costs were limited which made it easier to drop the price of the product to entice more customers.
  + *Product features and positioning*
    - Again I stuck with the same feature throughout the entirety of the simulation (Odor Elimination). This was an easy choice as for all demographics this was the most important feature. Because of this I’m not sure that feature selection had really any strong effect on the overall mechanics of the simulation.
  + *Media channel spending*
    - For media spend, as stated above I focused on the two mediums that seemed to be the most prominent for my target audience (text and TV). The targeted advertising that was specific to the older audience was delivered to them in the channels that they are using the most. I believe that this strategy worked well all in all.
  + *Trade channel spending*
    - Most of my product was sold at the Convenience and Club outlets, this is where my target audience is typically shopping for laundry detergent. That being said I did not completely eliminate the other two markets (Grocery and Mass), the products shipped to these outlets were simply limited.
* *Did you look at social sentiment? What did that tell you and how did it influence your decisions?*
  + To start I did look at the sentiment, and attempted to address concerns identified by individual posts. But as the years when on I decreased the use of the sentiment as it seemed that what was being returned was not at all related to the decisions made in the previous year. Once I had played the simulation again a couple of times this became more apparent to me as the year over year change of sentiment stayed the same no matter what choices were made. In my opinion this was something the author of the simulation threw in as a nice to have although it gave no input to the game. I would have preferred for this section of the simulation to not be included as I believe it detracts from the purpose of the overall lesson.

**Discussion on specific decisions**

* *Did you lower price dramatically to gain market share? How did it work?*
  + Lowering the price was one of the primary decisions I made. It was very effective in the since of attracting more customers at a very rapid rate. The down side was then needing to sell more product to create the same amount of revenue. I found out that at about 4 dollars was the floor for being able to produce the powder detergent and to still be able to sell for a profit. This strategy seem to work better then creating a higher quality of product (pods) at a premium cost to less customers.

**Real-world application**

* *How difficult do you think it would be to assemble and integrate all the data for a system like this?*
  + Some of these data points would be easier to gather than others. The simplest would be for a company to find the numbers of how much product was produced and sold. The next most difficult would be the customer segmentation data points, but with a well sampled population I believe that it could be possible to get these numbers as long as the studies were scientifically significant! But the hardest part would be to get the numbers of Blue’s competitors, most company would not share how profitable they are, especially to one of their rivals.
* *Can you see any downsides to this type of management? What might invalidate the data-driven lessons that you learned?*
  + Like I stated in my answer to the question above… Assuming that the customer segmentation data was gathered by a sample of the total population, there would need to be a lot of statistical analysis to be done to be sure that the data produced is symbolic of the overall population. If this is not done, much of the K-W Vison platform would be irrelevant.