Document for ideas post client-kickoff meeting for ideas, questions and ideas for data request.

Questions:

* What websites are run by them in any form?
  + <https://www.directv.com/forbusiness/tv-for-restaurants-and-bars/>
  + <https://business.directvdealer.com/california/long-beach/national-satellite-center>
* Do they only work in Cali, and if so why?
  + Are they able to expand to other states?
* What are the states with the most sports bars/ most new sports bars?

Data:

* Can we get data on where the old customers are canceling and where new customers are signing up?
  + Get an idea of geographical trends in the data perhaps
  + Ways to better target areas based on sports/Bars presence
* Any data on the customer journey, if anyone cites mailing/FB/etc. As point of first contact with PCG?
* Data on who canceled their service so that we can start to reach out to ask why they canceled and what services they switched to?
* Website traffic data of the various websites
  + What sites are getting the most attention and how tf do they link up to each other?
* Have they started collecting data on the new openings of the sportsbars? Where are most of them occuring
  + Are they only tracking in Cali?