**Here are the questions as data scientist I would try to get from all stake holders (Business, System SMES). The objective is to understand the objective, current challenges, limitations, applications/systems involved which could help data scientist to find better and timely actionable solutions.**

1. What exactly do you want to find out?
   1. Increasing the customer base
   2. Reducing the risk of customer leaving
   3. Optimize the product price based on the demand
   4. Product upselling
2. What outcome of the findings you deem as success?
3. What is the value of the project and how it is measured?
4. Are you looking for short or long term strategies to increase the revenue?
5. If project does not succeed, what are the implications?
6. What is current margin rate?
7. Do you have any existing analysis done on customer to understand why they chose this product?
8. What are the other products? Where can I find the product descriptions?
9. Are there any data privacy laws or unconscious bias that we should be aware of?
10. Who are our competitors and how are we placed in the market share?
11. What are data sources, are there multiple system internal & external?
12. Is the data centralized? Is the data accurate?
13. What tools are available for analysis?
14. What is the age, gender the product is aimed at?
15. Are you looking to get into new demographic areas?
16. Do we have customer testimonials or feedback collected?
17. What is the current customer base?
18. What is the current rate of transaction per customer?
19. What are current marketing channels?
20. Do we have any existing strategy to personalize customer experience?