# Assignment: 3.2 Exercises

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Assume you are working on a project for a business that has tasked you with finding a way to increase revenue across one product line by 5%. You are welcome to create the product line if it helps complete the assignment, but this is not required. Create a list of 10 questions you would ask the stakeholders and SMEs to solicit input needed to initiate this project.

### **Product Questions to Asked to increase 5% revenue**

1. How often does your organization assess its strengths, weaknesses, opportunities, and threats in order to understand the current business climate?
2. How effectively does your organization form and make profitable use of partnerships?
3. How often does your organization analyze the competition in order to understand competitive advantages and disadvantages as well as identify areas for investment or needs for improvement?
4. Is our long-term view reflected in our short-term priorities? Are we pouring effort into initiatives today that have connections with where we expect ourselves and the market to be in the future?
5. Is your organization pursuing growth and new business/market development with as much passion as it does operational efficiency?
6. When developing and implementing strategy, does your organization effectively balance short and long-term priorities?
7. How many established outlets does your organization have through the Internet (social media, websites, etc.)?
8. How aligned are your organization’s offerings to meet market demand?
9. How frequently does your organization deliver new value-adding ideas to your customers to keep them engaged?
10. Considering factors such as competition and timing of discounts, does your organization provide the right amount of discounts and at the right price?
11. How effective is your organization at using product placement to subtly appeal to the customer?
12. Is your organization’s website professional, visually pleasing, and effective at generating customer revisits?
13. How effective is your organization at ensuring loyalty of current customers by extending various incentives for loyalty to your offerings?

### **During this stage, we ask data questions like**

1. What is the size of the data?
2. How many files are there?
3. To what extent does the data originate from different sources?
4. Automated exports or manual spreadsheets?
5. Does the data have consistent formats (dates, locations etc.)?
6. What is the overall data quality? In terms of the 6 dimensions of data quality?
7. What is the level of cleaning required?
8. What do the various fields mean?
9. Are there areas in which bias could be an issue?