**Task 1 Framing the Business Scenario**

# Design Thinking Model:

## Empathize:

* Review the online retail store's data to gain a deep understanding of their operations and marketing strategies.
* Identify the business goals, challenges, and opportunities from both the CEO and CMO perspectives.
* Identify the demographic information available in the data and understand how it affects the business performance.

## Define:

* Define the key metrics that have the most impact on the revenue of the online retail store.
* Define the different factors that contribute to the success of the business operations and marketing strategies.
* Define the areas that are performing well and require further investment for expansion.
* Define the areas that need improvement to enhance business performance.

## Ideate:

* Brainstorm potential strategies to improve the business performance based on the identified metrics and factors.
* Explore the different marketing channels that have the highest ROI.
* Identify potential opportunities for expansion into new markets or products.
* Evaluate the potential risks and challenges associated with each strategy.

## Prototype:

* Create a prototype of the proposed strategies and metrics.
* Test the prototype by analyzing the data and measuring the results.
* Refine the strategies and metrics based on the feedback received from the data analysis.

# Questions:

## CEO:

1. How have our sales and revenue figures changed over time, and what are the major contributing factors to these changes?
2. What are the most profitable product categories, and how do they contribute to our overall revenue?
3. How effective have our marketing campaigns been, and what metrics do we use to measure their success?
4. What opportunities do we have for expansion into new markets or product categories based on the available data?

## CMO:

1. What customer segments are most profitable, and how can we tailor our marketing efforts to target them more effectively?
2. How effective have our email marketing campaigns been, and what strategies can we use to improve their performance?
3. What insights can we gain from analyzing customer purchase behavior, and how can we use this information to improve our marketing and sales strategies?
4. What is the ROI of our marketing efforts, and how can we optimize our marketing spend to maximize revenue?