

1. Decide promotion channels for Spotify in Finland for 2021. How would I use the 4P's of marketing?

2. How should Lidl use a business data analytics process model and implement business data analytics in Finland and acquire value?

3. How to apply business data analytics to find answers to:
 - a) What is the market condition of Tier in Helsinki in 2020
 - b) Potential scooter market (size etc) in Helsinki in 2021
 - c) What are potential new locations for scooters in Helsinki

4. Make data-driven business plan that includes how I will use data and data analytics and how robots will be implemented in the hotels.

5. Is domain knowledge important for BDA and if so, why? Give a case example.