

1. Business data analytics follow certain processes. If you are the marketing manager of Stockmann group in Finland, you need to decide on the marketing channels for Stockmann group in Finland for year 2022 based on data analytics. Please make a project plan to explain how you can get data-driven decisions on the marketing channels following a data analytics process.
2. If you are the manager of the Tier Scooter company in Finland. You need to know about 1) the market condition of Tier in Helsinki (such as its capacity to meet the market needs) in 2021; 2) the potential market needs for scooters in Helsinki in 2022; and 3) What are the potential new locations to put more scooters in Helsinki. You will apply data analytics to get your answers to these questions. Please explain what data and what data analysis methods can be applied to answer these questions.
3. Nowadays different data will be available in business organizations. Please introduce a business case to illustrate how available data in a business organization can be applied in data analysis to support business decisions. Please focus on some specific data and explain 1) What specific data analysis methods can be applied; 2) What are the insights from data analysis; and 3) How the insights will be applied to support specific business decisions.
4. Please take KESKO group as a business case to illustrate how internal and external data can be applied in data analysis to provide business value for KESKO, and the possible channels for KESKO to get external data.