

# TIJO.220 Basics for Business Data Analytics

Autumn 2023

## Question 1

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 this year; 2) the potential market needs for scooters in Helsinki in the next year; 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.

## Question 2

You are tasked with analyzing a wine dataset containing 6000 rows, each containing attributes and quality scores related to wine. Develop a comprehensive data analysis plan adhering to established data analytics processes. Elaborate on how these processes will be employed to predict wine quality.

## Question 3

Nowadays, various data are available in business organizations. Please introduce a business case to illustrate how the 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.

## Question 4

Please take the LIDL group as a business case to illustrate how internal and external data can be applied in data analysis to provide business value for LIDL. Define the possible channels for LIDL to get external data.

## Question 5

As the Marketing Manager for Spotify in Finland, outline the required data and analytical methods necessary to determine effective marketing channels for the upcoming year. List the important data points needed for this analysis and explain the methods used to gain valuable insights for forming the marketing strategy.