

Name \_\_\_\_\_

## Supercharging Success: How Data Analytics Benefits Businesses

### Open-Ended Response Answer Key

1. Data Analytics can help me analyze sales data to determine which products are the most popular and when. It can also suggest the best times to bake fresh goods, reducing waste and increasing profits.
2. Data Analytics played a vital role in helping an e-commerce company analyze customer behavior to improve its website design, leading to increased sales and customer satisfaction.
3. Understanding customer behavior helps businesses tailor their products and services to customer preferences, leading to higher sales and customer satisfaction. Data Analytics assists by analyzing customer data and online behavior to uncover patterns and insights.
4. Small businesses can benefit from using Data Analytics by focusing on specific areas where it can provide the most value, such as understanding customer preferences or optimizing inventory management. They can start with basic tools and gradually invest in more advanced analytics as they grow.

