

3.E: Data driven decision making(Exercises)

Case study questions

1. What role did data play in the planning and execution of the Royal Canin campaign?
2. Why was it so important for Royal Canin to continuously monitor the campaign results and update their CRM database?
3. What beneficial effects did the data generated by the Royal Canin campaign have on the running of the business overall?

Chapter questions

1. Why should a business try to be data-driven?
2. What should be done with data once it has been collected?
3. What are some of the most important sources of data?
4. What are some up-and-coming data collection tools/sources that you foresee being useful in the near future?

Further reading

Personalisation is important for great customer experiences, but read about how this might be a problem for small businesses here: adage.com/article/digitalnext/personalization-a-problem-brands/305554

Check out the Kissmetrics blog for articles about analytics and testing: blog.kissmetrics.com

The Analytics Vidhya blog has some more complex data information: www.analyticsvidhya.com/blog

Take a look at the Freakonomics blog: freakonomics.com

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