

Team Worksheet

Scenario 1: Healthcare Industry – Patient Readmission Rates

The Problem:

A regional hospital is experiencing an unusually high rate of patient readmissions within 30 days of discharge, especially for patients recovering from heart surgery. Readmission rates are costly and can indicate that patients are not receiving effective follow-up care. The hospital administration wants to reduce these rates while maintaining high-quality care.

What They Need to Do:

1. **Data to Collect:**
 2. **How to Analyze the Data:**
 3. **Possible Actions:**
-

Scenario 2: Technology Industry – Declining User Engagement in a Mobile App

The Problem:

A tech startup has developed a popular mobile fitness app that tracks workouts and provides personalized recommendations. However, over the past three months, user engagement has dropped by 25%. Fewer users are completing workouts or opening the app daily. The product team needs to figure out why users are disengaging and develop strategies to re-engage them.

What They Need to Do:

1. **Data to Collect:**
2. **How to Analyze the Data:**
3. **Possible Actions:**