*Data-Driven Business*

**Individual assignment instructions for session #4**

Please read the session materials (listed below) and check the TagWalk website (especially <https://brandoffers.tag-walk.com/numbers-data/>) before answering the question.

* The Data Imperative, Chapter 3
* Cusumano et al. 2020. The Future of Platforms. MIT Sloan Management Review, 61(3).
* Tag-walk (FT)

**Questions**

1. Please describe how Tag-Walk creates value for various stakeholders and assess its future strategic options and potential to create value. You should pay attention to the use of data and AI as well as the topics mentioned in the pre-readings, such as platform strategy and the company’s strategic priorities.

Your answer should be 500-1000 words (1-2 pages).

**Grading criteria:**

* Use of empirical information about the cases
* Analysis of the situation
* Quality, plausibility, and creativity of recommendations
* Relationships to, and use of literature
* Quality of writing and essay structure

**Deadline** for the assignment is Monday 15.11. at **9am**.