

Analyzing Historical Data for Business Trends

Part 1: Office Roleplay Dialogue

Scenario: An Intelligence Analyst, Satoshi, is discussing business trends with his colleague, Olivia, using **historical data** and **trend analysis** techniques.

Olivia: Hey Satoshi, have you found any key insights from the **historical data** on customer purchases?

Satoshi: Yes! I ran a **trend analysis**, and it looks like demand for eco-friendly products has been rising steadily.

Olivia: Interesting. Did you use any **business intelligence** tools to compare this trend with market data?

Satoshi: Absolutely. I used BI software to detect **patterns** in customer preferences over the last two years.

Olivia: That's great! How can we dig deeper into these insights?

Satoshi: We can apply **data mining** techniques to find hidden connections between product sales and seasonal factors.

Olivia: That makes sense. So, do you think we should adjust our marketing strategy?

Satoshi: Yes, if we focus more on promoting sustainable products, we could increase revenue significantly.

Olivia: Good idea! When can we present these findings to management?

Satoshi: I'll finalize the report today, and we can schedule a meeting for next week.

Olivia: Perfect. This kind of **business intelligence** really helps us stay ahead of the competition!

Part 2: Comprehension Questions

1. What trend did Satoshi discover in the historical data?

- (A) Sales of traditional products are rising
- (B) Customer complaints have doubled
- (C) Marketing expenses have decreased
- (D) Demand for eco-friendly products is increasing

2. What tool did Satoshi use to detect patterns in customer preferences?

- (A) A manual spreadsheet
- (B) Business intelligence software
- (C) A customer service survey
- (D) A social media post

3. What method does Satoshi suggest to find hidden connections in sales data?

- (A) Random guessing
- (B) Conducting phone interviews
- (C) Data mining
- (D) Sending promotional emails

4. When will Olivia and Satoshi present their findings to management?

- (A) Next week

- (B) Tomorrow
 - (C) In six months
 - (D) They are not planning to present the data
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Part 3: Key Vocabulary Definitions in Japanese

1. **Trend Analysis (トレンド分析)** – 過去のデータを分析して、将来の傾向を予測すること。
 2. **Historical Data (履歴データ)** – 過去に収集されたデータ。長期的な傾向やパターンを分析するのに使用される。
 3. **Business Intelligence (ビジネスインテリジェンス)** – データ分析を活用して、ビジネス上の意思決定を支援する技術やツール。
 4. **Patterns (パターン)** – データの中で繰り返し見られる特定の傾向や特徴。
 5. **Data Mining (データマイニング)** – 大量のデータから有益な情報を抽出し、分析する技術。
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Part 4: Questions & Correct Answers

1. **What trend did Satoshi discover in the historical data?**
 (D) Demand for eco-friendly products is increasing

2. What tool did Satoshi use to detect patterns in customer preferences?

(B) Business intelligence software

3. What method does Satoshi suggest to find hidden connections in sales data?

(C) Data mining

4. When will Olivia and Satoshi present their findings to management?

(A) Next week