

# Data-Driven Decision-Making Strategy Discussion

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## 1. Role-Play Dialogue (Approximately 10 minutes)

### Characters:

- **Emma** – Head of Business Strategy
- **David** – Senior Data Analyst

### Scenario:

Emma and David are discussing how data-driven insights can improve business decision-making.

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**Emma:** David, our recent sales performance has been inconsistent. I believe that if we use data insights more effectively, then we could make more informed decisions.

**David:** I completely agree. Data-driven decision-making allows us to identify trends and predict future market behavior. We should analyze the customer engagement data from our latest campaigns.

**Emma:** That's a good idea. Have you identified any key patterns?

**David:** Yes. Our data shows that customer engagement spikes when we launch personalized email campaigns. If we tailor our marketing strategies accordingly, then we might see an increase in conversions.

**Emma:** That's valuable insight. How quickly could we integrate this approach into our next campaign?

**David:** We could implement a pilot program within the next quarter. If we start now, then we may have concrete results within three months.

**Emma:** Excellent. Let's present this data-backed strategy to the management team. Data-driven insights should be at the core of our decision-making process moving forward.

**David:** Absolutely. The more we rely on analytics, the better our strategic decisions will be.

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## **2. Comprehension Questions & Sample Answers (Approximately 5 minutes)**

**1. What is the main issue Emma and David are discussing?**

*They are discussing how to improve decision-making using data insights to enhance business strategy.*

**2. What key data trend did David identify?**

*David identified that customer engagement increases when personalized email campaigns are used.*

**3. What is their plan for implementing a data-driven strategy?**

*They plan to integrate personalized marketing into their next campaign and expect results within three months.*

**4. How does David believe analytics will impact their decisions?**

*He believes that relying on analytics will lead to better and more strategic business decisions.*

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## **3. Teacher's Lesson Points (Concise Version)**

### **Pre-Class Preparation:**

- Review the dialogue and key vocabulary (*data-driven, insights, decision-making, trends, engagement, analytics*).
- Prepare explanations for modal verbs (*could, might, should*) and conditional structures (*If we use data, then we could...*).

### **Lesson Flow:**

**1. Introduction (2–3 minutes):**

- Begin with a short discussion: “*How do companies use data to make decisions?*”
- Introduce the lesson objectives: Understanding how to use data-driven insights for decision-making.

## **2. Reading & Analysis (10 minutes):**

- Have the student read the dialogue aloud.
- Focus on pronunciation, intonation, and natural speech flow.
- Discuss key grammar points: conditional sentences and modal verbs.

## **3. Comprehension Check (5 minutes):**

- Ask comprehension questions and guide the student to provide full-sentence answers.
- Give constructive feedback on sentence structure and vocabulary use.

## **4. Role-Play Practice (Remaining Time):**

- Conduct a role-play with the teacher as *Emma* and the student as *David* (or vice versa).
- Encourage the student to use target vocabulary and grammatical structures.

## **5. Wrap-Up (2–3 minutes):**

- Summarize key vocabulary and grammar points.
- Assign homework: *Prepare a short proposal using conditional sentences and modal verbs on how data can improve business strategy.*