

In this module we will read an article "[Experiments to Launch New Products \(Links to an external site.\)](#)" authored by Jeff Fosset (previously data scientist at Airbnb), Duncan Gilchrist (Data Science Manager at Uber technologies) and Michael Luca (Associate Professor at Harvard Business School).

Consider you or your friend or a relative is contemplating on introducing a new product or opening a new business (be creative - come up with a story here if not real). They are struggling about how to determine if their idea is a good one. After you have read the article write a friendly informative or a persuasive letter to him/her on the main take-aways from the article. What strategies will you suggest that s/he take to ensure they have a good idea? Help them develop an experimental plan utilizing concepts learnt in this module regarding random data collection methods and experiment/observational study. Explain to them how the data will be analyzed and how it will inform the process. Provide them an opportunity to discuss more with you.

Instructions: Come up with a context. Identify the real problem/question. Develop an experimental plan to collect data that will address the problem/question. Be sure to include the following parts of a [Friendly Letter \(Links to an external site.\)](#)

1. Heading
2. Greeting
3. Body (should contain 3 paragraphs each with at least 5 sentences)
4. Closing
5. Signature

Ensure that there are no grammatical and/or punctuation errors and that thoughts are complete and substantial. A detailed rubric can be found below.