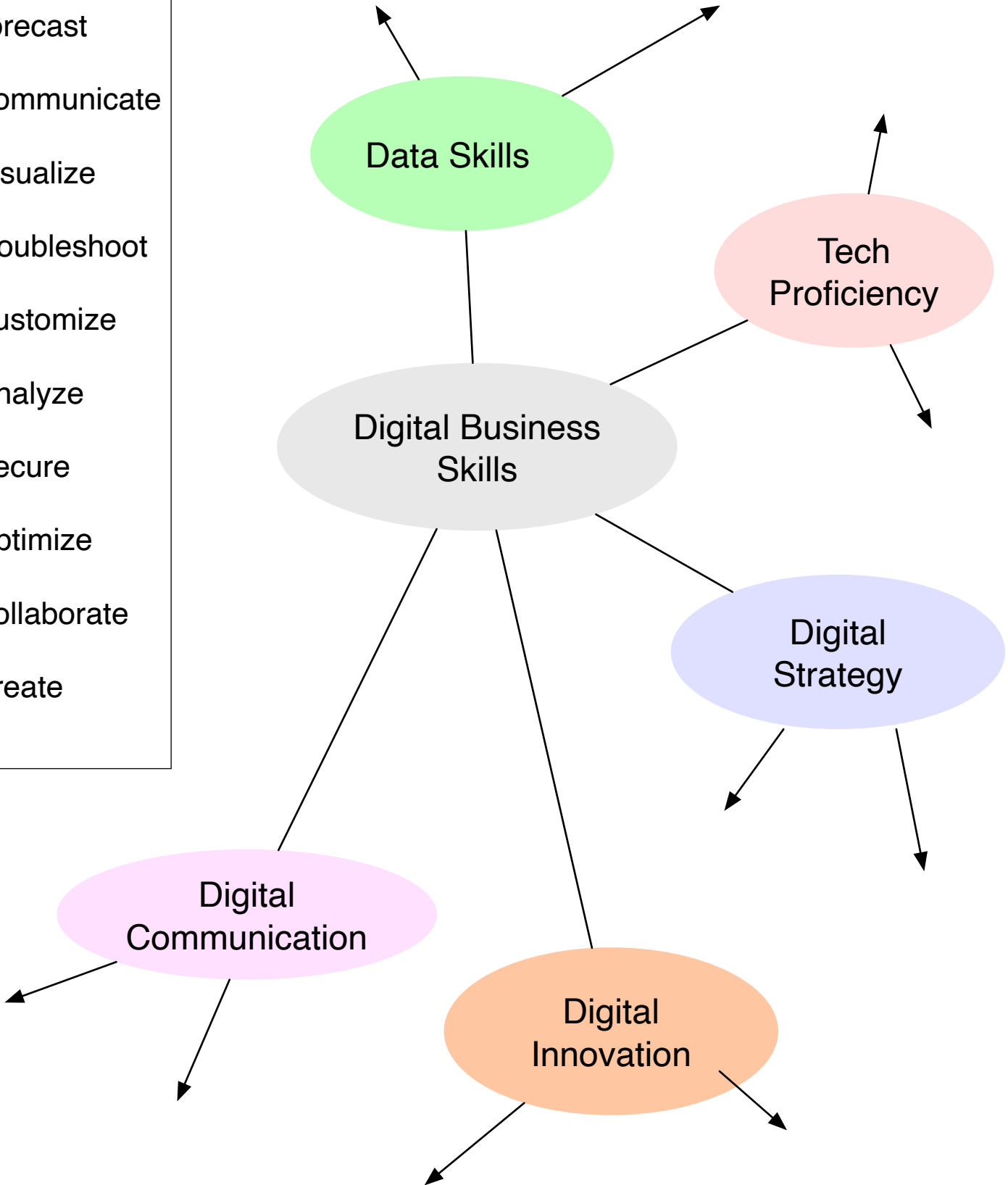


Match each item below to the appropriate category. Then add your own ideas.

- forecast
- communicate
- visualize
- troubleshoot
- customize
- analyze
- secure
- optimize
- collaborate
- create



Digital Business Skills Matching Exercise

Exercise 1: Match the words in Column A with their corresponding phrases in Column B. Write the letter of the correct answer in the space provided.

Column A	Answer	Column B
1. forecast		A. clearly with remote team members
2. communicate		B. an engaging social media campaign
3. visualize		C. seamlessly on the new product launch
4. troubleshoot		D. sensitive customer data
5. customize		E. the company's website content
6. analyze		F. the CRM system
7. secure		G. customer behavior patterns
8. optimize		H. quarterly sales trends
9. collaborate		I. the issue
10. create		J. next year's sales

Exercise 2: Sentence Starters

Complete these sentences using the digital business skills from the exercise with your own ideas.

1. I find it difficult to forecast
2. Our team needs to communicate
3. The data analyst helped us visualize
4. When the system crashed, I had to troubleshoot
5. We plan to customize to better meet our needs.
6. It's important to analyze before making decisions.
7. Our IT department works hard to secure
8. We're always looking for ways to optimize
9. I enjoy opportunities to collaborate
10. Next week, we'll create for our new product launch.