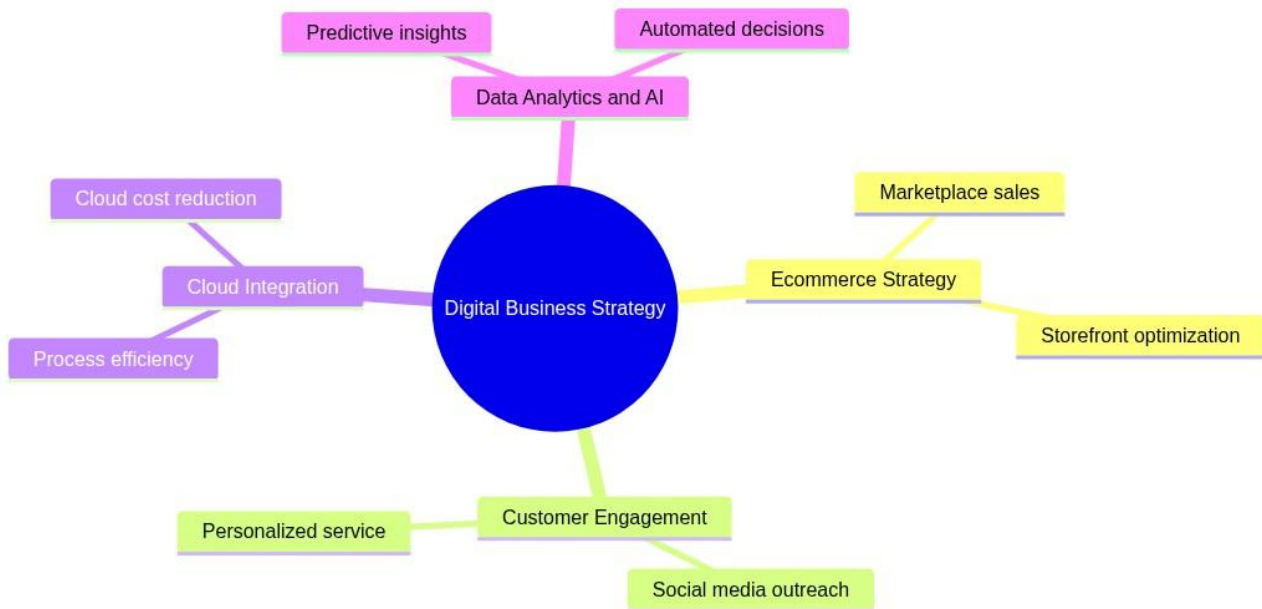


Graduate Certificate in Digital Economy

Digital Business Strategy



mindmap

```

root((Digital Business Strategy))
  Ecommerce Strategy
    Marketplace sales
    Storefront optimization
  Customer Engagement
    Social media outreach
    Personalized service
  Cloud Integration
    Process efficiency
    Cloud cost reduction
  Data Analytics and AI
    Predictive insights
    Automated decisions
  
```