

# Hypothesis and recommendations for company growth

Hello!

Thank you for taking the time to interview at 12Go. We're excited to see your analytical skills in action!

## Case Study Details

[Instructions for connecting to the Database](#)

Table: analytic\_test\_booking

We have gathered booking data for 2019 and 2023 in this table. These are not full years, but Q1/Q2/Q3 for both years.

## Objective

The main goals of the assessment are to find what has changed and why and provide hypotheses/recommendations for future growth.

- Investigate what happened with the metric “EPS” (Earn Per Seat). Was there any change in EPS between these two years, and if it is, why?
- Based on the data, try to make at least 3 more hypotheses/recommendations about increasing sales/revenue and ranking them by business value.

## Expectations

- Ensure your recommendation is data-driven, details implementation, and shows how you will ensure your idea is successful.
- The presentation should be concise and clear, focusing on analytics and strategy.
- What assumptions have you made, and how would you validate these assumptions if we take the recommendations forward?

- The presentation can be done freely, but there is a strict requirement: it should have at least two parts:
  - Analysis outcomes and recommendations - what/where/why, C-level suite presentation
  - Research with details and explanation outcomes
  - If you feel that you may contribute something in addition, feel free to do so
- It can be done in Google Docs or Google Slides with screenshots, charts, and pictures - up to you.
- There is no limitation to any tools, frameworks, or technology for this analysis.

## Delivery Deadline

Please submit your assignment within 4 working days after you receive it.

## Interview Preparation

You will have about 30 minutes to present your findings and proposal to the management and answer any questions they may have.

Be prepared to discuss your findings, assumptions, and proposed solutions during the interview. We may also ask you to elaborate on specific aspects of your analysis or provide further insights into your recommendations.

We look forward to reviewing your analysis and discussing your potential contributions to our team.

## Definitions

- Operator - a physical entity of a supplier that provides rides. Transportation operator. Always assigned to a specific seller
- Seller - finance/legal entity of supplier, can have more than one operator under.
- Station - starting/ending point of the route

- Province - logical set of stations combined by some attribute (city, island, sightseeing, airport, etc.). It rarely corresponds to an actual geographic "Province."
- Route - entity defined by starting and ending points, duration, vehclass and class\_name, price
- Trip - route + departure time
- Vehclass - a type of transportation bus\ferry\avia etc
- Class\_name - named type of vehclass. F.e. for the vehclass 'bus', class\_name could be VIP24, Comfort, Economy, etc.
- Net price - the amount of money the company has to pay to the supplier per seat
- Sysfee - margin of company per seat
- Agfee - if the agent\affiliate partner is involved in booking sale, agfee is the agent's earnings per seat.
- Selling price(total) -  $(\text{netprice} + \text{sysfee} + \text{agfee}) * \text{seats}$
- Seat - just a seat in a vehicle; if you make a booking for 2 persons, it means the booking has 2 seats.

If the data structure is not clear enough - you can always send a list of questions to our lovely HR team!