

FREE NOW is the multi-service mobility joint venture backed by BMW Group and Daimler AG. Next to ride-hailing, FREE NOW also offers micro-mobility services such as e-scooters, e-bikes, e-Vespas as well as car sharing all under the same app.

In our business model, we are providing exclusive business solutions for our business customers. Our business customers are the companies/hospitalities (Hotels & Restaurants) that want to offer FREE NOW mobility services to their employees/guests .

## Instructions

You are the Product Analyst who is helping the B2B Product team to better understand their business customer' needs based on their performance :

Using the data from Freenow\_Business\_Customer, Freenow\_Business\_Customer\_employees Freenow\_Business\_Customer\_Activity files, please answer:

1. How do you define the business customer' lifecycle based on the provided data? Clearly define the stages and relevant KPIs to measure the customer lifecycle
2. How would you segment our business customers and what segments are doing well?
3. Can you help us to identify the stage in which we have to fight for customer' attention? Can you recommend any business initiatives or product changes that could help us to have customer life cycle progression?

Summarise your findings, insights and recommendations in response to the questions above in a presentation containing 6-10 slides, this will be used later in the process by you in a session with the data team/stakeholders.

Include an organised appendix sharing the details of your analysis that would be useful for the team to understand your work. We typically see data processed in Excel/SQL/Python/R, but you are welcome to use any software you feel comfortable with. Please package all work as a zip file. Please submit your output within 1 week of receiving the challenge.

### Data

A sample of data is provided in three separate .csv files:

1. Freenow\_Business\_Customer.csv
2. Freenow\_Business\_Customer\_employees.csv
3. Freenow\_Business\_Customer\_Activity.csv

## 1.Freenow\_Business\_Customer

A table with data on FREE NOW Business Customers including:

- id\_business: the business customer ID
- signup\_date: the date when the business customer has signed up in FREE NOW
- signup\_process\_type: the business customers would be absorbed by sales managers or can sign up themselves in FREE NOW business website
- business\_type: It shows the business customer portfolio and it could be COMPANY , HOTEL or RESTAURANT
- country: Place where the business customer is located

## 2. Freenow\_Business\_Customer\_employees

A summary of the user activity including:

- id\_business: the business customer ID
- id\_employee : the employee id
- method: It shows how the employee has been connected to FREE NOW. It could be either by sending an invite or adding manually to the FREE NOW profile of a business customer.
- invite\_date: the date when the employee has been invited to FREE NOW
- connection\_date: the date when the employee has been connected to FREE NOW

## 3. Freenow\_Business\_Customer\_Activity

A summary of the Business Customer' activity including:

- id\_ride : the ride id
- ride\_date : the date when the business customer employee had a ride with FREE NOW mobilities
- id\_employee : the employee id ( actual passenger)
- Id\_business : it shows to which business customer the employee has been connected . A person can work for several companies and being connected to several FREE NOW business customers
- ride\_value: the price which has been paid at the end in local currency