

The following questions are part of our evaluation process for Jabama's product management internship.

Please take the time to answer them and try to be as specific as possible. There is no right or wrong answer we just want to know how you think. Feel free to contact us if you had any questions

1. The following is an email sent by the CMO of a socks-producing company named Jurab-e-Jadid, Inc.  
"A recent study of our customers suggests that our company is wasting the money it spends on its patented Endure manufacturing process, which ensures that our socks are strong enough to last for two years. We have always advertised our use of the Endure process, but the new study shows that despite our socks' durability, our average customer actually purchases a new pair of socks from us every three months. Furthermore, our customers surveyed in our largest market, Tehran, say that what they most value about our products are their stylish appearance and availability in many colors. These findings suggest that we can increase our profits by discontinuing use of the Endure manufacturing process."  
Write a response in which you examine the stated and/or unstated assumptions of the argument. Be sure to explain how the argument depends on these assumptions and what the implications are for the argument if the assumptions prove unwarranted.
2. For a website that wants to sell handmade jewelry like Etsy.com we need to conduct a survey to figure out the target audience and the segmentation of the customers. Create a survey for such a purpose and tell us why do you think the questions asked in the survey are going to segment customer in the best way and help us to target our audience appropriately.
3. One of the main challenges in Jabama's accommodation platform is to solve a problem called chicken and egg. This means that we should tune numbers of accommodations in our inventory in a way which customers have enough accommodation options in terms of variety and price (we call them variety liquidity and price liquidity) in a way which their variant needs are satisfied, and on the other hand, the hosts have enough income. One of our challenges is to develop a data product that can control this balance in real time and signals our operation and marketing team to bring more (or reduce) host or guests to reach this balance. If you are responsible for designing and developing this data product explain how would you develop it?
4. Please find attached an Excel File containing two sheets of data. Using this and other information provided in the question, try to answer the below questions as thoroughly as possible.

Data Explanation:

- “Orders” sheet:  
All the orders during 6 month put by various users.
  - “User Id” column:  
The unique identifier for each user who has done the purchase
  - “User SignUpDate” column:  
Sign-up date of the user.
  - “Order Date” column:  
The date of the purchase.
  - “is Finalized” column:  
Not all Orders placed by the users are final. A percentage of orders are not finalized due to various reasons, hence the user does not do the payment before the finalization of the order.
- “User Engagement” sheet:  
All the events and interactions of the users with our App during 1 month.
  - “Date” column:  
The date of the interaction.
  - “Device id” column:  
The unique identifier for each device used to run the App.
  - “event\_type” column:  
The type of the action user has taken. Each step is ordered by the number it has given and is mapped to the respective step on the product funnel. The last step is named as “order” which is equivalent to a row on the “Orders” sheet.

The company’s goal is to reach **sustainable growth**. Consider that the only platform for this company is its app and the current cost of install for each user is twice the average commission received on each finalized order. This business expects that each user to purchase at least four times in each year but this is not necessarily what has happened so far. Using the data above, please answer the following questions:

1. What is your proposed budget for reaching the “sustainable growth” and what is your plan for achieving this?
  2. What optimizations on the level of the product do you suggest?
  3. Is there a cohort or a segment of customers outperforming others? What are their attributes?
5. Please record a **15 minutes video** from yourself, tell us about the last time that you encountered a rule in an organization (it could be your family, college university, ...) that you thought made no sense. What was the rule? What did you do and what was the result?