**Case Study: Enhancing Strategic Decision Making at Faith Global.**

# **Introduction:**

Welcome to our case study designed to evaluate the aptitude and skills of candidates for the position of Operation Analyst with a strong analysis background at Faith Global. This role is crucial in leveraging data to drive strategic decisions and enhance the performance of our church across its multiple branches in several countries, with a significant presence in Nigeria.

# **Scenario:**

For this Case Study, as a Data Analyst, you are tasked with extracting, cleaning, analyzing, and interpreting data from various sources to support strategic decision-making processes. Your responsibilities include collecting, cleaning, and analyzing large datasets of our attendance records for all branches.

# **Dataset Description:** [Faith Global Attendance Dataset](https://docs.google.com/spreadsheets/d/1x5MU8zb28krKFnpKrcP9jzsznAGjaVMMPOv5FK9Rp4E/edit?usp=sharing)

You have been provided with a comprehensive dataset containing the following information:

1. **Attendance Data**: Records of attendance for each service at the given branches on the sheet labeled “ **YEAR**” categorized by columns below;

| **Date** | **Campus** | **Male-Adult** | **Female-Adult** |  | **Kids /Teen** | **Total** | Global tota |
| --- | --- | --- | --- | --- | --- | --- | --- |

# **Tasks:**

Your tasks as a Data Analyst include but are not limited to:

* **Data Collection and Cleaning**: Clean up the dataset in sheet “**YEAR**” and present the cleaned dataset on another sheet. Begin by collecting and cleaning the dataset, ensuring accuracy and completeness.
* **Data Analysis**: Utilize statistical techniques to analyze the data and identify trends, patterns, and insights.
* **Report Preparation**: Prepare comprehensive reports and presentations summarizing your analysis and insights, with a focus on actionable recommendations to enhance the church's performance.

## **Draw insights on the following from the attached dataset;** [Faith Global Attendance Dataset](https://docs.google.com/spreadsheets/d/1x5MU8zb28krKFnpKrcP9jzsznAGjaVMMPOv5FK9Rp4E/edit?usp=sharing)

1. **Growth Rate Analysis:**

a. What is the overall growth rate of attendance for Faith Global over the past year?

b. Can you identify branches with the highest and lowest growth rates in attendance?

c. Are there any seasonal trends in attendance numbers? How do they impact overall growth?

1. **Gender Analysis:**

a. How does attendance vary between male and female attendees across all branches?

b. Is there a significant difference in attendance between genders? If so, what factors might contribute to this difference?

c. Are there any branches where one gender significantly outnumbers the other? If yes, what could be the underlying reasons?

1. **Age Group Analysis:**

a. What is the attendance distribution among different age groups (e.g., kids, teenagers, adults) across branches?

b. Are there specific age groups that show higher attendance rates? If yes, what strategies can be implemented to further engage these age groups?

1. **Total Attendance Analysis**:

a. Can you provide a breakdown of total attendance numbers for each branch?

b. How does attendance vary between weekdays and weekends across branches?

c. Are there any outliers or anomalies in attendance data that require further investigation?

1. **Branch Comparison**:

a. How do attendance numbers compare between branches located in Nigeria and those in other countries?

b. Are there any branches that consistently perform better than others in terms of attendance? What factors might contribute to their success?

# **Deliverables**:

# Your final deliverable will consist of:

1. **Detailed Analysis**: A detailed analysis of attendance trends, offering patterns, and demographic insights across branches.
2. **Comprehensive Reporting**: Comprehensive reports highlighting key findings and recommendations for strategic improvements on the 7 insights to be drawn from.
3. **Visualization**: Utilize data visualization techniques to present your findings in a clear and concise manner, aiding in decision-making processes. Feel free to use any visualization platforms of your choice
4. **Presentation**: Deliver a brief presentation to stakeholders showcasing your insights gained and recommendations for strategic improvements

# **Conclusion**:

For every deliverable, you’re expected to give reasons for your methods and provide context to your recommendations for strategic improvements. Your visualizations are also expected to be clear and concise and easily digestible to stakeholders.

This case study provides you with an opportunity to demonstrate your proficiency in data analysis, effective communication and strategic thinking within the unique context of Faith Global’s church environment.

Best of luck!