

Problem Statement:

Participants are required to create a deck and present a Go-to-Live strategy for launching personalized marketing offers on a credit card website.

Other guidelines:

The goal is to build a seamless, scalable, and customer-centric personalization engine that drives user engagement and conversion.

Your presentation must cover the following:

- **Product Architecture:** Outline the high-level system design, including data flow, personalization engine, and integration with the website.
- **Backend Logic:** Define how/what user behaviour, data, and external sources are used to generate and deliver personalized offers.
- **Team Structure:** Identify key teams involved (Product, Engineering, Data Science, Marketing, Compliance, etc.) and explain their roles and collaboration model.
- **Launch Plan:** Present a realistic Go-to-Live plan covering key phases — development, testing, deployment, and post-launch monitoring.
- **Risk Mitigation:** Highlight potential risks (e.g., data privacy, personalization errors) and your mitigation strategies.
- **Success Metrics:** Define KPIs to measure the success of the personalization rollout (e.g., conversion rate, time to offer).

Note:

- The Focus on creating a customer-first, technically sound, and execution-ready strategy. Participants will be presenting their decks to the panel.
- The deck should not have more than 7 slides and the presentation time should not exceed 7 mins.
- Top participants will be selected as winners based on Round 2 score as well as scores from the presentation.
- Deck permissible formats - PPT/ PPTX.