# NLP Manager Case Study

**Scenario**

You have been approached by stakeholders from the Medical Affairs team. They are considering a partnership with WebMD that would, among other things, provide direct access to patient drug reviews. The team has provided a data sample and asked you to review the data, conduct a preliminary analysis, and make a recommendation for the potential value of this data source.

**Materials**:

1. **Dataset.** Patient reviews centered around 3 conditions: Rheumatoid Arthritis (RA), Systemic Lupus Erythematosus (SLE), and Chronic Obstructive Pulmonary Disease (COPD)
2. **Strategy documents**. To help you contextualize your presentation, you will be provided with a strategy document for each disease state, highlighting areas of focus for the team.

**Outputs**:

1. **Preliminary Analysis**: Share what you discovered during your initial analysis of the data
   1. Which dataset(s) did you choose to evaluate and why?
   2. What findings did your analysis uncover from that data?
   3. How do those findings fit in to the team’s strategic direction?
2. **Recommendation**: Based on your preliminary analysis, present a brief outline that answers the following questions:
   1. What value could this data provide to us?
   2. What limitations or risks should we be aware of with this data?
   3. How might we incorporate this data into our broader analytics strategy?
   4. If we move forward, what success metrics/KPIs would you suggest to measure the ongoing impact/value of this project?

**Notes**

* You can choose to go across all 3 disease states, or focus in on just one or two
* It’s up to you what kinds of analysis you conduct. Focus on what you think will help the team make a decision about the value of this data and a potential partnership

**Evaluation Criteria**

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|  | **Description** |
| **Task Comprehension** | * How well did the candidate understand the task? * Were the able to effectively contextualize what was being asked as part of a broader business strategy? |
| **Technical Execution** | * How effective and well-suited to the analysis were the candidate’s techniques? * How well did they explain their methods and the reasons they picked them? |
| **Analytical Value** | * How impactful/meaningful were the insights that the candidate assessed from the data? * How well did their analytics question align to the business needs? * Were they able to situate their findings in a broader context? |
| **Communication** | * How effectively did the candidate communicate during their presentation, and the Q&A session?  Were they clear, concise, direct, and engaging? * Were they able to deliver their message in a way that is accessible and informative to a diverse audience? |
| **Business Impact** | * Does the candidate clearly and effectively identify and highlight the business impact of their findings and recommendation? * Is there a strong connection between the business strategy and the candidate’s work? |
| **Action-Orientation** | * Did the candidate make a clear, and directive recommendation? * Was that recommendation well founded in their analysis? * Did they identify any next steps, actions, or follow-ups that would need to take place? |