**CASE STUDY OVERVIEW**

**Agenda:**

Please note that the duration of the panel interview: ***45 mins in length***.

·         15 min – Introductions, General Interview Questions

·         15 min – Present your Case Study work

·         10 min – Follow up Questions from panel about the case study

·         5 min – Answer to any questions you may have

**Background:**

The Nestle Consumer Experience group supports the large majority of Nestle brands with the exception of Purina, Nestle Professional and Nespresso. Our main goal is to provide a great experience to our consumers while also taking the insights gained from our conversations to them and providing relevant, voice of the consumer and consumer journey insights to the brands we support.  We operate under an omni-channel strategy offering consumers the ability to connect via phone, website and email, live chat, social media and Ratings & Reviews.

(Omni-channel strategy: brick-and-mortar stores, app-based options, and online platforms.)

**The ask:**

Recently the executive leadership team has asked our team to share with them key trends and any insights about what consumers have to say that could be particularly relevant to their business and brands. The audience is diverse, from the Business Executives running the respective business units (i.e. Ice Cream, Beverages and Coffee, Infant Nutrition, Confectionery - sweets) to the VP of Quality and Production.

You have been asked to create a presentation that offers insights into what consumers have to say. It is up to you how you choose to structure the data and present it, but it should not be more than 10 slides. Ensure that you are telling an interesting story and recommending possible business actions to take based on the data sets available to you. Please cover any assumptions made as you analyze the data in footnotes.

**The data sources:**

You have access to pooled data for phone, website/email, live chat and some Q&A/R&R reviews under one CRM – Engage system. Additionally, there are separate data extracts available for all of the Ratings & Reviews and some website analytics all which sit in separate systems and have their own unique coding structures.

Business Requirement

1. Time-series trend on sales, is there seasonality?
2. insights about what consumers have to say to biz and brands
   1. Ice Cream, Beverages and Coffee, Infant Nutrition, Confectionery – sweets
3. recommending possible business actions

Collect data:

1. Internal
   1. GA top 50 Data 2020: 看起来像traffic
   2. Engage Data 2020: website/email/live chat/social media
   3. Q&A: question and # of answers
   4. R&R: Review and RATING
2. External：competitor substitutes

Staging:

EDA:

1. Data shape
2. Data irregulating

ETL:

1. Preprocessing
2. Data wrangling

Reporting:

1. Among all channels in omni strategy, which channel cs provides the quickest response? Better resolve rate? Most # of tickets cx opened? Best cx experience? Which product are mentioned the most number of times?
2. How Cx’s comments reflect quality and products choice?
   1. R&R Data 2020.xlsx - how to determine the satisfication? By ranking I guess, and extract key words
      1. Ranking: how good
      2. Business & Brand: what is good
3. External factor: competitor substitues
4. wants recommendation
5. go to github