1. Hi Diana, I hope you’re doing well. I’m the team leader of the Google Case Study Competition 2025. We have a question regarding the Key Rules & Workflow section in the Google Case Study Competition 2025.Judges.SV document. Specifically, in the Advertiser Eligibility part, it mentions that Google projects its potential annual advertising budget. Could you clarify whether this means Google has already determined its potential annual advertising budget, or if we need to estimate it ourselves? Looking forward to your clarification. Thank you for your time! Best, Qilian
   1. This means that Google has already forecasted the potential advertising budget for the customer, and therefore there is no need for the team to estimate it separately
2. Hi Diana, I hope you're doing well. I'm the team leader of the Google Case Study Competition 2025. Our team is wondering if there is a growth rate parameter for advertisers. Could you please confirm with the stakeholder if this parameter is available? Thank you for your assistance! Best regards, Qilian
   1. Assuming you are referring to growth in the annual advertising budget. You can assume that they are fixed throughout the year (i.e. as shared in [this sheet](https://docs.google.com/spreadsheets/d/1pPH78zFSu7JcNZNhEgFFO2eZSazo0VrX8uJgTSk-_w0/edit?gid=329577333#gid=329577333))
3. if an agent is serving 9 advertisers at day t, can we allow him to serve another advertiser at day t+20 for instance? If so, are the advertisers under his support all graduating at day t+80 before the agent enters the ramp-up period?
   1. You can allow the agent to serve another advertiser as long as the total number of advertisers served by the agent does not exceed 10 at any point in time
   2. Advertisers will graduate after 60 days of being served by an agent, and therefore advertisers served by the same agent may not graduate at the same time because they may have been picked up by the agent at a different point in time
4. Hi Diana! I noticed that the first two datasets in the document (Annual Agent Salary per country in USD) (Advertiser Eligibility Threshold per country in USD) are identical. Is this a mistake? Thanks for your help!
   1. This is intended because both pieces of information are documented in the same table in the same spreadsheet
5. Can we hire/fire agents at any point in the middle of the month or do we have to assume that we can only change staffing levels at the beginning of each month?
   1. You can hire or fire agents at any point in the month, but ramp up time / advance notice still applies as laid out in the case prompt:
      1. New agents require 1 month of ramp-up time before they become available.
      2. Firing an agent requires 1 month' advance notice and will incur a cost of 40% of the agent’s annual salary
6. Are we expected to create a big poster to showcase our solutions, as there is a "Poster Organization & Coherence" section in the JudgeScoreSheet?
   1. You are free to choose the format as for how you showcase your analysis and recommendations (e.g. poster, powerpoint presentation, document)
7. Hi Diana, I’m a leader of the Google Case Competition, but I don’t have permission to access the datasets. Could you grant me access? Thank you!
   1. All data sets have been made publicly available
8. can we connect/add external datasets to the ones provided?
   1. Yes - you are free to connect or use any external data. But please provide the rationale and justification on why you believe this external data helps with addressing the case problem