Project Goal:

To show the ability to think analytically, learn a new topic quickly, and use data to tell a defensible story. Ultimately the goal is to demonstrate technical capabilities, business understanding, and communication skills.

What we are looking for:

1. Ability to learn and think dynamically, not tool expertise!! Chick-fil-A's default tools for self-service analytics are Tableau, Alteryx, and SQL, but any tools are welcome!

* Note: We want to see ability to use analytics tools and Excel is not recommended. Copy and paste with Excel formulas is not a viable path.

1. A useful insight or two about the cost changes in the Chick-fil-A Fruit Cup over time

* Show that you understand how data can be applied and how to use good judgment when there is ambiguity
* Key thoughts to think through include: Is there a definition of good vs. bad cost growth? What does this mean to the business? What should the business do in light of this information?
* Note: There is no “correct” answer here

1. Ability to effectively and efficiently communicate analysis methods, critical assumptions, and key insights

Project Details:

* Use the Chick-fil-A Fruit Cup image from the Chick-fil-A Website in Appendix A below to construct assumptions about which products contribute to Fruit Cup costs
* Blend the below Bureau of Labor Statistics Producer Price Index datasets together in the way that makes the most sense to you (Leverage data preparation tools such as Alteryx, Python, R, or similar) (For the curious, more information can be found here: [**https://www.bls.gov/ppi/data.htm**](https://www.bls.gov/ppi/data.htm))
* Then create an analysis with visual insights that convey the key insights you found regarding the costs and item profitability over time
* Prepare to share your process and results back with us via a live WePow

Data Sets:

* Producer Price Index (PPI) Data Files: https://www.dropbox.com/sh/jilivuc251witsi/AADTTmF2rubEM9HuTWxPjjOMa?dl=0
  + There is a single file with PPI data by product type
  + There are multiple other files that describe the PPI data by item, time, and product groups
  + The ReadMe will be useful in defining the contents and structure of each dataset

Optional Resources:

* 14 day Trial Version of Alteryx: <https://pages.alteryx.com/alteryx-trial.html>
* Trial Version of Tableau: <https://www.tableau.com/products/desktop/download>
* Knime Analytics Platform: [https://www.knime.com](https://www.knime.com/)
* The R Project for Statistical Computing: [https://www.r-project.org](https://www.r-project.org/)
* R Studio: [https://www.rstudio.com](https://www.rstudio.com/)

Appendix A – Chick-fil-A Fruit Cup Ingredients

