### **Intro**

Dear candidate,

I hope you are well and well prepared for your case study!

### **Purpose**

With the following case study, we would like to examine your analytical and technical skills on an indicative exercise that Business Intelligence team has to deal with.

Like most of the Business Intelligence cases, we are facing the challenge of collecting data, analyzing them and sharing the results and insights with stakeholders in the company.

### **Steps**

1. Read carefully the case study
2. Work on the case (detailed info to follow)
3. Share with us your responses
4. Participate in the interview

Please note that we will discuss your answers during the interview.

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### **General Information & Data**

In the context of this case study we are going to share with you some data in csv format which you will need to use and analyze in order to complete the required tasks.

Below you can find the names of the provided files along with a brief description for each one:

* Casino.csv - Contains data for our casino business for the first two months of 2020
  + Casino\_DateCreation\_ID -> Date of activity
  + Casino\_Customer\_ID -> Unique customer ID
  + Casino\_Turnover -> Bet Amount (Revenue)
  + Casino\_Winnings -> Customer Winnings

**HINT – Gross revenue is an important KPI which is calculated as (Casino\_Turnover – Casino\_Winnings)**

* Customer.csv - Contains data for our customer base
  + Customer\_ID -> Unique customer ID
  + Customer\_DateCreation\_ID -> Customer Registration Date
* Segments.csv - Contains a table with segmentation groups for our customers
  + Customer\_ID -> Unique customer ID
* Transactions.csv - Contains deposit data for the first two months of 2020
  + Transaction\_DateCreation\_ID -> Transaction Date
  + Customer\_ID -> Unique customer ID

*Disclaimer: All files include mock data*

As mentioned, we would like to examine both your business thinking and your technical and analytical skills.

#### **Technical - Analytical approach**

Our CRM team decided to run a Casino campaign for the period 25/01/2020 and 04/02/2020.

In an effort to evaluate the campaign, CRM team has asked Business Intelligence unit to analyze the impact and create a brief presentation with the findings.

In order to proceed with the evaluation, CRM provided the below info.

Campaign Details:

* Campaign ran for the period of 25/01/2020 and 04/02/2020
* Target of the campaign were customers in Segment B and age group 25-40

Tools:

* Please use Python and/or SQL (or a combination of them) for data manipulation

Questions:

* Examine various dimensions/KPIs of customer behavior
* Evaluate Casino campaign performance
* Include your findings in a brief presentation to be discussed during the interview.

**Important Note:**

Please share with us the presentation along with any analysis, scripts, output tables or anything that demonstrates your work and the main steps you followed.

Thank you!