

## SITUATION:



### Instructions:

The leadership team of **GeGeen** is trying to understand the demand behavior in one of its clients, so they are able to better prepare their hiring plan to support operations for this clients in the upcoming months. **MGAG** has been one of the **GeGeen** most solid clients in the portfolio.

In order to do this, the **Data Manager** requests the **Business Intelligence Analyst** to analyze **MGAG** demand historical data and provide insights on how can we improve the hiring plan for the company.

**The Data Manager requests three strong points:**

1. Trends.
2. Behavior.
3. Strategic recommendations.

**Note:** 2020 data is not included cause of the COVID-19 pandemic and also 2023 data is not completed.

**Important NOTE:** This is a fictitious project invented for only this interview process 2024.

Dashboard



Strategic Recommendations



## DASHBOARD



## MGAG Demand Historical Data

### Executive Dashboard

Strategic Recommendations

Year  
2023

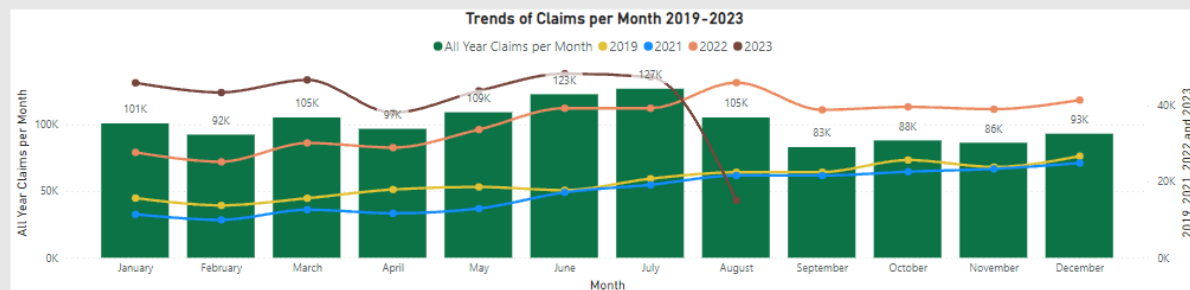
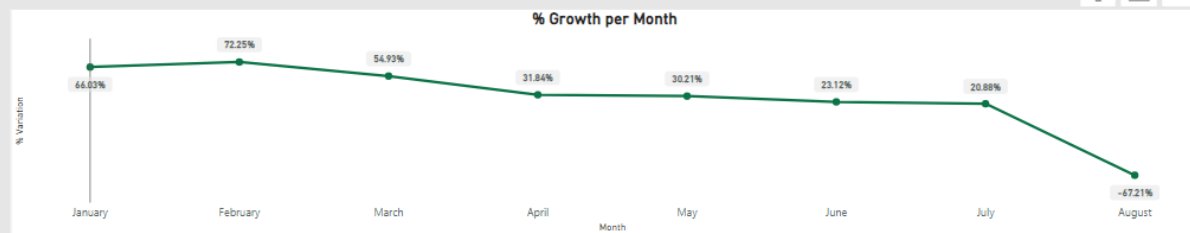
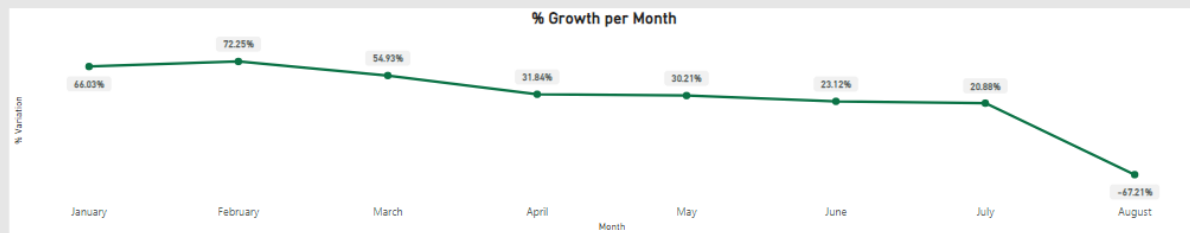
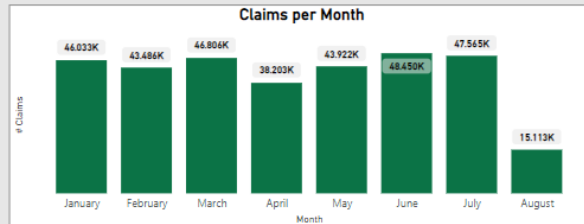
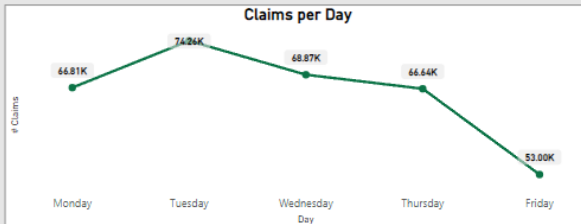
Month  
All

Quarter  
All

Total Claims per Month  
**329.578K**

Total Claims per Year  
**329.578K**

% Growth  
**21.76%**



### RECOMMENDATIONS:



## MGAG Recommendations

Situation Page



### Trends:

- **2021** experienced a declined in growth in terms of the claims made compared to **2019**, with a **-13.40%**.
- **2022** had upward trend compared to **2021 and 2019**. The % Growth was **105.45%** compared to **2021**.
- Based on the data of **2023**, I believe growth can be predicted. But more moderate compared to **2022**. For now, 2023 has a **-21.76%** growth with half of the year data missing.



### Behavior:

- Friday's average and amount of requests made are significantly lower than the other weekdays. Differences ranging from **255** to **346** more made on the other weekdays.

### Strategic Recommendations:



- We have to recognize the lower demand on **Friday's**. Consider **adjusting staffing** schedules to reflect this lower demand, potentially **shifting some resources to other days with higher demand**. (Monday, Tuesday and Wednesday). **This could help operational efficiency.**
- **Hiring new staff** based on the moderate increase in 2023 could be an appropriate option. But also, maybe **optimizing existing staff with a more efficient training** and also using the Friday's for the training since is the day with less demand. This could optimize resource utilization throughout the week.

