

## Case Study

### Data Internship

Dear Mr. Hahn,

Following a very good first meeting with you, we would like to give you a view of our work typical to our business and to your future potential role and learn more about how you would approach potential work scenarios.

#### **Scenario:**

In today's data-driven business landscape, our clients demand more than just static reports to monitor ongoing projects. While traditional weekly PowerPoint presentations with basic tables have served us in the past, we recognize the need for a more dynamic and insightful approach to project reporting.

To meet and exceed our customers' expectations, we are transitioning to interactive dashboards that showcase sophisticated Key Performance Indicators (KPIs). These dashboards will not only impress our clients but also empower them to conduct in-depth analyses of project data.

The Chief Technology Officer (CTO) has tasked you with creating a proof-of-concept dashboard to analyze the performance of their clients' social media reels. This project aims to demonstrate the potential of data-driven decision-making in optimizing content strategy and engagement.

**Task:**

Develop a comprehensive, interactive dashboard using either Microsoft Excel or Power BI to visualize key performance indicators (KPIs) for social media reels.

You will be provided with a sample dataset containing fictional data for various social media reels. This dataset includes crucial metrics such as: Followers on Postday, Comments, likes, Video duration and more.

Downloadlink: [Dataset](#)

Your case study should fulfil the following points:

- An ETL Pipeline using PowerQuery.
- An Interactive Dashboard containing Tables, Charts and Filters.
- At least a calculated Engagement Rate  $\rightarrow (\text{likes} + \text{comment}) / \text{"impressions."}$  Feel free to add other KPI's which seems to be sophisticated for you.

No PowerPoint presentation is needed to present your results. Just walk us through your implementations with reasonable explanations. No more than 2 hours are allocated for this task and there is no need for uploading the results beforehand.

We are looking forward to your presentation and the following discussion. Please don't hesitate to reach out if you have any questions. Feel free to present either in German or English.