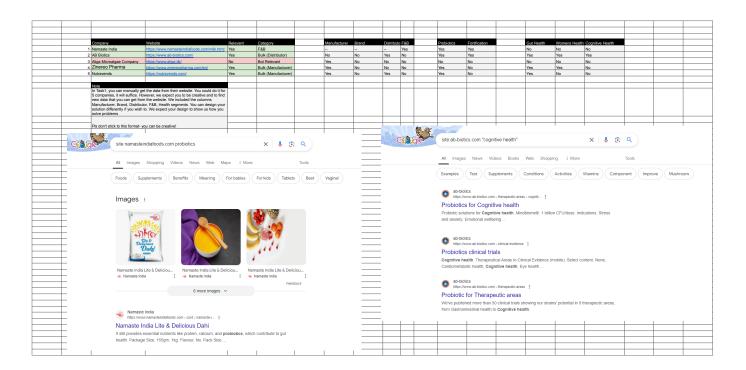
D141	DT Deskisting Data Changing		Todate Compliant a view			
Position Required mindset	DT Probiotics Data Champion Deep-thinking, joy of learning		Task1: Creating a view You are asked to create a view to identify prospect companies			
•			You are given background information to understand the view			
	Behavioral Intelligence, Execution, BizTech Acumen,		Task2: Executing the automation			
DT Areas of Work	Values driven decision making,		You shall scrape data and bring it into the view (of Task1)			
	Learnability		You can shall automate the identification of companies by using formulae and conditional formatting			
	Blend of business analytics, data		Why these tasks			
About DT Data Champion Role	Blend of business analytics, data science and data engineering. Solves real world problems, gets		If you're hired as a Data Champion, you would be looking at a lot of real world problems, you'd have to design and implement			
Champion Role	buyin of cross functional teams, takes ownership of the outcome		of real world problems, you'd have to design and implement solutions. Task1 evaluates your problem solving capabilities while Task2 evaluates your technical execution of the solution			
	takes ownership of the outcome					
	Ability to switch between		If hired, what would you be taught			
DeepTech Mindset	abstract and concrete ideas, to spot core insights, to		You'd get to learn real world problem solving, working with large data sets using GSheets/Excel, Pandas, Machine Learning, LLM Training			
	extrrapolate textual ideas to real world situations		Training			
	WORLD STUDIOUS					
	DADET	איכ				
	PARET (1 2				
	PRINCIF	DI E				
	LIVINCII	LL	The tasks are quite easy, provided you follow the			
			Pareto's law: spend 80% of the time reading and understanding, 20% time executing the task			
	Expand your hu	siness	and ordering, 20% time executing the task			
	Expand your but with the 80/20	nule				\square
	410 00/20	- 310				
						-
						\vdash
Effort		Result				
						\vdash
		80%				
	20%	8070				\vdash
	/	~				-
80%	6	20%				
601						
						\vdash
14.00	ctart N	ot important				
- Impoi	riani 🖜	or truly or t and				
						\vdash
						$\overline{}$
						$\overline{}$
						\vdash
						\vdash
						\vdash
						\vdash
						\vdash
						-
						\vdash
						\vdash
						\vdash
						\Box
						\vdash
						\vdash
						\Box
						\vdash

					\vdash

		1					
			Basic Guidelines		Important		
			Please go through all the subsheets carefully		Please be creative with the way you solve the problem of Task1		
			Please don't take the shortcut of jumping into the task		We are not expecting you to copy paste the view that we gave you		
			Once you read the context subsheets you'd understand the task better		We expect you to think of your own way to decide if a company is relevant		
			Expectations		Task1 vs Task2		
			We don't expect you to completely solve the task		Task1 helps us understand if you are capable of solving a problem		
			We would like to evaluate how you approach it		Task2 helps us understand if you can implement your solution		
			It is okay if you submit a partial solution to the problem		A real world problem solver is expected to be good at both design and implementation		
			Context		Some Guidance for you		
			You have one subsheet explaining the concepts needed to solve this problem		Please read every subsheet two to three times. You will eventually understand		
			You have a subsheet which shows a sample view		It would initially be intimidating since bacteria, health segments can be new to you		
			You have a subsheet which talks of automations that you could do in Task2		Once you understand the domain, the actual problem solving becomes easier		
			Tech glitches				
			If the images do not load, please try a different browser				
			You have view only access, you can make a copy of the sheet				
			Submission				
			Create a copy of this sheet, fill in your entries as per the guidelines. Change				
			the sharing permissions to "anyone with link can view" and enter the google sheet link in the google form given to you on the recruitment webpage				
			sheet link in the google form given to you on the recruitment webpage				
			Submission Link				
	1		https://forms.gle/zDgUWy2GsmyoooQXA				
1	1	1	Https://forms.gle/zbgovvyzosmyoooQXA		I and the second		

Verticals	What are probiotics
	Probiotics are useful bacteria which are present in our body. However due to certain influences like
	antibiotics, some of the useful bacteria die and we have a shift in the natural balance of probiotics in
1- The client Unique BioTech has three verticals Food & Beverages, Bulk and Formulations	our gut (intestines)
	Probiotics are added in medicines and also in food products. Multiple scientific studies show that
	probiotics can improve health and wellness. Some companies are using probiotics in their products.
	Unique BioTech Limited is India's largest probiotics manufacturer. DT 's Sales Intelligence team is
2- F&B: Drinks, Milk, Cereal, Bakery products etc	helping UBL in expanding globally using Data Science, for smart marketing
	Some companies may buy the bacteria (strains) or combination of bacteria (blends). We call them
3- Bulk: Pharma/Nutra companies that manufacture probiotic products using UBL's strains	bulk customers. They only buy our strains and make their own products
	Some companies buy the finished (ready to use) product from us. They are called finished
4- Formulations: The end product is sold to brands that are into the relevant health segments	formulations.
<u>Examples</u>	UBL Products
	Bacillus coagulans Unique IS2 is a bacteria which is isolated and documented by Unique BioTech.
1- F&B: You can pitch Bacillus Coagulans Unique IS2 to Nestle Milk, Pulpy Orange	Many F&B brands are adding this strain to their products and they include Unique IS2 logo on their
	products. This is because Unique IS2 has scientific studies proving its health benefits
	Some companies buy strains like Bacillus subtlis, saccharomyces boulardii. These use these strains
2- Bulk: Manufacturers like Dr.Reddys can add our strains like bacillus subtlis in their Gut Health products	to develop their products. Example: A company making multi-vitamin tablets may add our strains
	along with vitamins into their tablets
3- Formulations: Brands like Ferment ISKO which is into GutHealth can market UBL's Bacipro which is in the	Many global giants like Sun Pharma, Alkem, Abbott are buying the finished formulations of Unique
Gut Health space	BioTech limited. This is because UBL has scientific studies as well as the regulatory capabilities
Gut neatth space	(UBL can provide the documents required by Ministry of Health in various countries).
UBL Health Segments	Understanding Health Segments
UBL Health Segments	Every company has some health segments that they focus on. This helps them focus their R&D
	efforts on finding solutions for that segment. This also helps their marketing team create consumer
1- Gut Health, Women's Health, Cognitive Health, Mental wellness, Sports Nutrition	
	trust in that segment. Ex: Gelucil team is focussed on solutions for acidity, their marketing team is
	also focussed on making consumers associate Gelucil with acidity UBL has finished formulations based on health segments. Bacipro is for gut health, helps with
	constipation, diarhhea, digestive problems. Provinorm helps with UTI, PCOD. Cognisol reduces
2 UDI Fermulations Designs for Cuttles the Design over for Warrang Health Compiled Country to	anxiety and enhances mental wellness. So brands which are working in these health segments are
2- UBL Formulations: Bacipro for GutHealth, Provinorm for Womens Health, Cognisol (mental/cognitive)	relevant for UBL's finished formulations
3- UBL Strains: Bacillus coagulans Unique IS2 for F&B. We can also offer Unique IS2 for product development	Any company that is working on these health segments, may want to explore how UBL's probiotics
(as a strain) for Gut health, Womens Health, Cognitive health)	can be used to make the product better. So these companies are prospects for bulk.
How to prospect a company: Flow Chart	Understanding the prospecting process
The property company - 100 chart	These steps will help you in using the above knowledge to check if a company is a prospective
1- If it is an F&B company, it is relevant (it is better if they are into probiotics already, or if they are talking of	buyer of UBL's products. Rule1: If the company is into F&B, they are a prospect. Although you can
health/nutrition) on their website. However, if they are an F&B company, it is relevant	gather additional information from their website like- are they into probiotics, are they talking about
Todal Florida in the state of t	health or nutrition
2- If it is a manufacturer but not a brand, (they are called contract manufacturers), we can pitch our strains to	If the company is a manufacturer and they are into our health segments, UBL can pitch the strains
them. They can use our strains in manufacturing their products	to them
3- If it is a brand, they have the ability to take our product to the market. So they can sell our finished	If the company is a brand in the relevant health segments, UBL can pitch the finished formulations
formulations	to them
Torridation	10 11011

	F&B	What is Food & Beverage fortification
	Tab	In today's world most food and beverage brands are getting into this trend of fortification.
	1- You can search for beverage, cereal, milk on the website	Your Bambino pasta is fortified with Vit D3 and Zinc. Many milk brands are also fortified with vitamins. Fortified means strengthened
	1- Tod can scarciff of beverage, cereal, mink off the website	Brands add these vitamins or value adding raw materials into their product to make their
	2- You can check the products section and about us section, for these words	products strongers. Consumer like fortified products because they need not consume Vit D3 separately. They can get it with their pasta itself.
	2 Total carriers and productive decision and about the decision, for those words	So the food and beverage brands who are promising health and nutrition to their
	3- If you search all over the website, you may get junk results. (They have mentioned milk on the website even though they dont sell milk: they may have just mentioned that their products are made out of milk).	consumers could be prospects for UBL. Even if they are not mentioning health and nutrition, we could take a shot, however chances are likely to be low. Having said that, we can consider reaching out to every F&B brand.
	Manufacturer	Who is a manufacturer
 	1- A manufacturer talks about their plant on the website. They would talk about their production	A company which is a production plant to produce finished products. Your medicines,
	capacity. This helps in concluding that the company is a manufacturer	chocolates, cold drinks are all produced by manufacturers. These manufacturers are regulated by the government for quality. Their plants go through
	2- A manufacturer may also talk about plant certifications and quality of production	various certifications and audits. Manufacturers tend to describe their certifications and
	2- A manufacturer may also talk about plant certifications and quality of production	accreditations on their website. This is one way to identify a manufacturer
		Not all manufacturers may be interested in our products. If they are producing injections,
	3- You can check if they work with the dosage forms: Oral Suspension, Capsule, Tablet, Sachet,	they may not need probiotics. So we check their dosage forms and health segments.
	if they work in these health segments: Womens Health, Gut Health, Cognitive Health	What is dosage form- the same paracetamol can given as a tablet or as an injection.
		These are different formats of delivering a medicine
	Brand	Who is a brand
	1- A brand would have their products and may be prices mentioned on the website	An organization that sells to the end consumer is a brand. These organizations are popular and people buy products with their brand name. Example: ITC, Unilever, Cadburys
	They would have detailed description of products to make consumers trust their products	The websites of brands are different from that of contract manufacturers (the manufacturers with a brand are contract manufacturers or CMOs- contract manufacturing organization. CMOs dont sell to end consumers, they sell to brands. Example: Cadburys may get its chocolates manufactured with a local contract manufacturer
	3- You can check if they work with the dosage forms: Oral Suspension, Capsule, Tablet, Sachet, if they work in these health segments: Womens Health, Gut Health, Cognitive Health	Not all brands may be interested in our client's probiotics. A brand which is selling solutions for digestive health, may want new solutions for digestive health. So we look for brands who are talking of these health segments on their website. Ex: Gelucil (Pfizer) is a well known brand, people ask for Gelucil when they have stomach problems. So we may pitch digestive health solutions to Gelucil.
	Distributor	Who is a distributor
	Distributor	A manufacturer may find it difficult to go and look for raw materials. They prefer buying
	1- Distributors sell raw materials to manufacturers.	from distributors. These distributors procure raw materials from different sources and sell them to maufacturers. Example: Cadburys may need some flavors and sugar. Distributors
		can provide sugar and flavors to Cadburys (Mondelez Foods)
	2- If the distributor is into nutraceuticals or probiotics, it is relevant	Not all distributors may be interested in selling probiotics. The ones who are selling to nutraceutical and pharmaceutical companies may be interested. This is because their end-clients may be interested in buying probiotics from them. Even if they are not interested, we can talk about the probiotics trends in the market and encourage them to start getting into probiotics
	3- If the distributor is into other raw materials, it is not relevant	However if the distributor is very focussed on alage or herbal extracts or chemical excipients, thats a completely different category. They may not show interest in probiotics



		Suggestions for Task2
		You can write a formula to check if a company is relevant or not
		You can use the flow chart for the formula
2	2	You can write a formula to categorize the company into
		F&B or Bulk or Formulation or not relevant
	3	You can write conditional formatting rules to mark
		a cell in red or green based on relevant or not relevant
	i	You can write a scrapper to get the information from the website
		instead of fetching the information manually

	O-mark Name	Malasia
	Company Name	Website
	Nestle	www.nestle.com
	Dr. Reddy's Laboratories	www.drreddys.com
	Coca	<u>colacompany.com</u>
	Pfizer	www.pfizer.com
	PepsiCo	www.pepsico.com
	Johnson & Johnson	www.jnj.com
7	Danone	www.danone.com
8	Bayer	www.bayer.com
9	General Mills	www.generalmills.com
10	GlaxoSmithKline (GSK)	www.gsk.com
11	Kellogg's	www.kelloggs.com
12	Merck & Co.	www.merck.com
13	Unilever	www.unilever.com
14	Roche	www.roche.com
15	Nestle Waters	www.nestlewaters.com
16	Sanofi	www.sanofi.com
17	Mondelez International	www.mondelezinternational.com
18	Novartis	www.novartis.com
19	Kraft Heinz	www.kraftheinzcompany.com
20	Eli Lilly and Company	www.lilly.com
	Tyson Foods	www.tysonfoods.com
	Teva Pharmaceuticals	www.tevapharm.com
	Mars, Incorporated	www.mars.com
	AbbVie	www.abbvie.com
	Campbell Soup Company	www.campbellsoupcompany.com
	Amgen	www.amgen.com
	Conagra Brands	www.conagrabrands.com
	AstraZeneca	www.astrazeneca.com
	Molson Coors	www.molsoncoors.com
	Boehringer Ingelheim	
		www.boehringeringelheim.com
	AB InBev	www.abinbev.com
	BASF	www.basf.com
	Diageo	www.diageo.com
	Procter & Gamble (P&G)	www.pg.com
	Heineken	www.theheinekencompany.com
	Medtronic	www.medtronic.com
	McKesson	www.mckesson.com
	AmerisourceBergen	www.amerisourcebergen.com
	Cardinal Health	www.cardinalhealth.com
40	Medline Industries	www.medline.com