EST 2009

MAVENS

of LONDON

Project Overview

The client, a major household consumer goods company, primarily concerned with cleaning products and detergents, has engaged Mavens of London and wants to understand more about general market trends in cleaning. Mavens have been asked to provide research and insight specifically around consumer interests and attitudes to cleaning as shown by trends in Internet search behaviour.

In the excel file provided, you will find about 400 of the most popular Google search terms related to cleaning and some additional data including the average number of times these terms are searched every month in the UK.

Your write up should be a short insights-filled slide deck (in Google Slides, Powerpoint, or Keynote) with no more than 500 words (excluding titles and footnotes) and should use graphs or data visualisations to support your analysis. If you move ahead to a final interview, you will be asked to present these slides. In your submission, you must also include your Excel/data file(s), with any analysis you have conducted.

Guidance

The test must be completed in English. There is no predetermined set of answers we are looking for. We are interested in your approach, the insights you draw from your analysis, and your ability to communicate these insights. In all cases, be sure to discuss both what the data says, but also why the client should care about it. We are looking for creativity and clarity, where complex analysis has been turned into a clear action-oriented insight for the client with data used as supporting evidence.

It will help your analysis to provide some level of categorisation of the search terms; a column has been left empty for you to do this. Avoid using too many categories; try and keep things as simple as possible.

Imagine this document is going to a client, so spelling, grammar, and tone are important. We've provided some example data analysis observations so you can see the kind of thing we are talking about. These two snippets are from a similar piece of research looking at Google search terms related to the UK fashion industry:

"British consumers searched for dresses more than any other clothing category. The group of keywords in the 'Dresses' category was responsible for 29% of overall fashion search in the UK. Consumers searched for these keywords 2.5 million times per month, on average. The next largest category - 'Shoes' - was less than half as popular, responsible for 13% of overall fashion searches. The popularity of dresses in online search suggests our client (an online fashion retailer) should emphasise content related to dresses on their home page, especially during spring months when search for dresses tends to peak."

"In the UK, 'Christmas Jumpers' is one of the most popular individual keywords related to fashion. Over the year, this term is searched 110,000 times each month on average. However, during summer months it is only searched 880 times each month. The term begins to gain popularity in November each year before peaking significantly in December. In 2014, the term was searched 450,000 times in November, 3 times the yearly average, and 850,000 times in December, 6 and a half times the yearly average. Given that there are only roughly 8 million monthly searches for fashion overall, Christmas jumpers are evidently one of the most important fashion items for consumers in the month of December, and fashion retailers should be sure to produce and promote their Christmas jumpers in order to win consumers' attention."

DEADLINES

You have one week to complete this task from the date of the email. We estimate that there is about 5-6 hours of work involved. If you believe you will have difficulty completing the task in the allotted time please get in touch immediately, otherwise we look forward to your submission.

If you have any questions, or feel that you may not be able to meet the deadline, please contact luke.russon@mavens.co.uk

Good luck!