



HelloFresh - Product Owner Take Home Test

Thank you once again for your interest in our Product Owner role. As part of your interview process with us, our team has put together an exercise for you to complete. This will help us understand your product management skills and will allow us to assess everyone on the same basis.

For this task, we kindly ask you to invest no longer than 2 hours to solve a small number of tasks. Please make sure you manage your time accordingly, to answer all questions.

Here, we are giving you a series of hypothetical data points for you to analyse and use it to answer the following questions. If you decide to make any assumptions, make sure to document them. Be clear and concise in your answers and do not use more than one page for each question.

1. In the attached Excel file you'll find fictitious data points for a fictitious company called, Chef Inc., that runs a food subscription business. In this case, the data is based on total active customers, separated by recurring customer's orders and new customer's orders. What insights do you gather from this data? Using a quick analysis in the spreadsheet, please share your insights and a short conclusion (maximum 100 words).
2. Given the cancellation reasons in Appendix 1 (ordered by relative numbers) of the last four months, where would you invest the capacity of your engineering team and why? Please take into considerations the order rate of Question #1 and also look at the current screens of the app (Appendix 2).

3. What would you do to improve the product based on that data? What's your hypothesis and success metrics?
4. How would you explain the necessary improvement to your engineers? Write as a short product requirement or user story.

Once you have completed the exercise, submit your files using the link on the body of the email or to directly to me and we'll take 1 to 2 business days to review it.

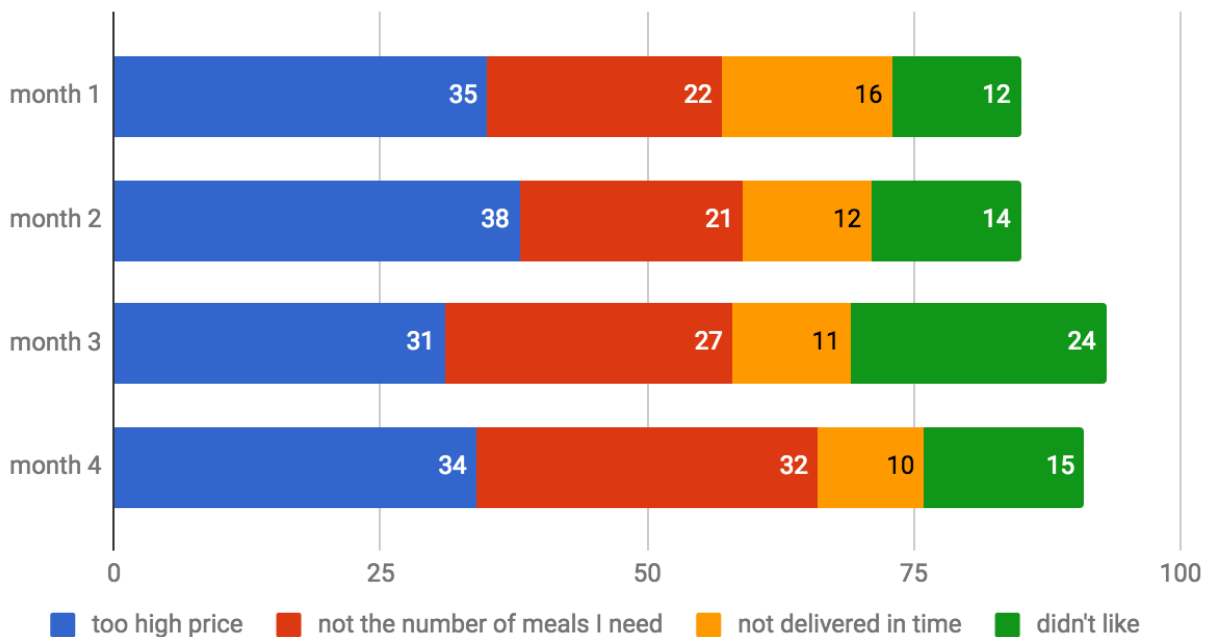
We hope you have fun with the exercise and we're looking forward to receiving your answers!

Best,
Talent Acquisition Team.

Appendix 1: Cancellation reasons by month

- Price too high
- Not the number of meals I need
- Not delivered in time
- Didn't like recipes

Cancellation reasons by month



Appendix 2: Current screens of the app where customers can select their meals

