Dear candidate,

As agreed for the 2nd interview we are providing you with a task so you can present to us sometime next week.

The task is divided in 3 areas:

1. Technical SQL knowledge
2. Qualitative assessment of a dataset
3. Power BI & Campaign Performance

Please use any assumptions you need for the task, but make sure you highlight them.

**Task 1: SQL tasks**

Using SQL Server syntax, please use the tables found in **Task 1 – SQL Questions.xlsx** file to answer the following questions:

1. *How much daily turnover and accounting revenue did each brand generate on each product in the first 6 days of the year?*
2. *How many daily actives (unique) did we have on each device in each market separately during the first 6 days of the year?*
3. *How many successful depositors and deposits did we have for each payment method in Brand A during the first 6 days of the year?*
4. *How many new registrations and depositors did we have for each brand in each month?*
5. *Overall, for each customer, how many deposit attempts were made on each payment method and what is the deposit success rate?*

Together with the answers, please provide the syntax used to obtain the results

**Task 2: Qualitative assessment of a dataset**

One of our managing directors would like a market performance review to get an understanding of what should be the main areas to improve in the second half of the year.

Using **Task 2 – Data Analysis.xlsx** file, these are the requirements:

* A deep dive of the market performance using the dataset provided
  + The Excel file is to be sent afterwards, clearly showing any data manipulation and calculations made on top of what has been provided
* A presentation with the target audience being the managing director, Casino manager and Sportsbook manager of the market of interest. This presentation should include:
  + An overview of the main KPIs
  + A clear indication of what are the improvement areas, including your recommendation on how to optimise these (if possible, provide different overview per product vertical)
  + An indication of any positives within the market that should be kept
  + Charts and tables to support your findings
  + A list of points that should be followed up by further analysis from your end, if any
* Provide your feedback on the dataset provided. This should include:
  + A clear indication of the limitations found in the data, if any
  + A list of what other dimensions and metrics you would have looked at to further improve your analysis, if any

**Task 3: Power BI & Campaign Performance Analysis**

Using the data in **Task 3 – Marketing.xslx** file:

* Gather insights and recommendations for the optimization of the campaigns
* Present us your insights/findings (PBI report/ ppt)
* Build a Power BI report that will be representing campaign performance and provide answers to the business questions like:
* Should we continue running some of these campaigns? Which ones should be discontinued, and which ones should be pushed?
* What is the ROI?
* How is the performance trending over time, what is the comparison to other brands? Which brand performs best, and which one is the worst?
* How is the performance against overall monthly target?

**Please make sure the report contains the following:**

* Data blending in DAX/M language
* Time series and other measures – make sure you are providing report representing the option to filter on MoM and QoQ performance
* Different widgets and data representation – use the dynamic metric selectors which allow to end users dynamically select metric of interested without changing the reporting sheets
* Insights on the conversions, campaigns, sites, and advertisers – evaluate the performance of the assets and compare vs overall targets (for instance. cumulative run rate of total conversion vs cumulative total targets, you can also come up with a forecasting method to estimate on conversions/spend based on historical records etc.)
* Recommendations and actionable insights.

If you do not have a Power BI license, you can use the 60 days trial version, sign up for a free Power BI Pro trial before you begin. [https://docs.microsoft.com/en-us/power-bi/fundamentals/service-get-started](https://eur01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fdocs.microsoft.com%2Fen-us%2Fpower-bi%2Ffundamentals%2Fservice-get-started&data=04%7C01%7C%7Cb36b41ff23ec45b6840c08d8ce9e1857%7Cc514bc364b3348d2bbb1a3c97d4bf41d%7C0%7C0%7C637486527503750276%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=ZzRpAsR7OrzCV0kVeiMSjMaPUnPvUJcM9wy5y4x9hzI%3D&reserved=0)

Let us know if you have any questions.

Looking forward to seeing your work.