Reward Data Intern Recruitment Assignment

The purpose of this assignment is two-fold:

- To give you a better sense of the role of the **Reward Data Intern**
- To give us a sense of whether you would be a good fit for the role

The assignment is designed to be intentionally diverse and fast-paced, much like the actual role.

As you work through this assignment, note that:

- The structure of the assignment is intentionally broad to give you the freedom to think about the assignment on your own terms. Make sure to include any assumptions you are making as you complete this assignment.
- We understand you don't have enough context on our operations and our business. Working with uncertainty and partial information is a part of this assignment. Be sure to highlight the assumptions you're making and leave comments so we can collaborate with you.
- We understand that in a perfect world, you'd have more time to research and complete this task. Understanding constraints, prioritising, and demonstrating a "done, not perfect" mindset is part of what we look out for. So, in places where you don't have enough time to complete the task to your standards, please share your thought process and your next steps if you have more time.

What you share here is only for assignment purposes. We do not intend to use your submission beyond this recruitment process.

Aside from the submission deadline, the parameters of this assignment are purposefully broad and open to your interpretation and understanding.

We'd like you to return your assignment submission **clearly marked per task** on the date stated on the email. Please let us know **at least 24 hours in advance** if you won't be able to submit on time.

We do not take the evaluation for this role lightly. We appreciate your time, effort and understanding.

We look forward to receiving your assignment!

All the best!

Context

The Rewards Program team is preparing for a major evaluation of how effectively the rewards are driving user engagement and satisfaction. They need insights to help optimise reward offerings, identify key user segments, and understand the overall impact of the reward types on user behaviour. Accurate data analysis is crucial for making data-driven decisions on reward offerings and tailoring them to different user segments.

Task 1: Data Cleaning

Context:

As part of our reward efforts, it's crucial to maintain accurate and clean data. Recently, we discovered challenges in our data, which impacted our ability to allocate points to graduates and learners.

Assignment:

You are provided with a sample dataset in the "**Mentorship_Sessions**" sheet that includes data related to mentorship sessions. This dataset has several duplicates and inconsistencies. Your task is to:

- Identify and address any missing, incorrect, or inconsistent data within the columns. Ensure that all data is cleaned and standardised for accurate analysis and reporting.
- Identify and remove any duplicate records.
- Explain your approach to data cleaning, including the tools you used.
- Provide a summary of the cleaned data, highlighting the number of duplicates removed and any other anomalies found.

Deliverables:
- A clean version of the dataset in Excel.
- A brief report (300-500 words) detailing your process, tools used, and findings.

Task 2: Legacy Point Allocation

Context:

Every week, you will be required to analyse, calculate, and manually award learners and graduates with points based on a set of point criteria.

Assignment:

Using your cleaned sample dataset for "**Mentorship_Sessions**", allocate points according to the criteria listed below.

Mentors earn points as follows:
- 250 points for signing up to become a mentor (one-time allocation).
- 1000 points for conducting mentorship with 2 different mentees.
- The mentor receives 500 points per mentorship relationship, with the points being allocated as follows:
  - 250 points per session.
  - Must hold two sessions with the same mentee to earn the maximum of 500 points.
  - Each session must be a minimum of 30 minutes in length.
  - At least one session must include the completion of job information.
  - The session must be with the same mentee.

Deliverables:
- Compile the main rules that needed to be applied for point allocation.
- Create the points allocation calculation to award the mentor points. Provide an explanation of the calculations that you applied to award the mentor points.
- A brief report (300-500 words) detailing the point allocation results and providing reasons for the results.
- Use the provided data and award the points to mentors.
- Provide a step-by-step outline of the process you would follow to complete the allocation, ensuring the points are awarded correctly on the system. This should include your approach to testing and verifying the accuracy of the allocations.

Task 3: Deriving Reward Dashboard and Insights

Context:

The Rewards Program team is focused on enhancing user engagement and maximising the effectiveness of their reward offerings. To achieve this, they require a detailed analysis of user behaviour and reward redemption patterns based on the most recent data.

Assignment:

Using the cleaned data from the previous tasks analyse and create a reward dashboard and provide insights that could be used to optimise the Rewards Program. Your analysis should help identify key user segments (e.g., new users, top performers, low engagement) and suggest how these insights could inform future reward offerings and engagement strategies.

Deliverables:

A visual data insights report that includes at least three actionable recommendations based on your analysis (500-700 words).

GOOD LUCK!