

Generate insights for marketing intelligence

Data Analyst, Marketing Intelligence

As an analyst in the marketing intelligence team, you are the go-to person when it comes to measuring marketing campaigns and gaining insights from our internal data. In this work sample, you have two typical scenarios you might encounter. First, analyse high-level campaign data to summarize business development and come up with some key insights for marketing. Second, dig through some raw data and lookout for anomalies and trends.

This assignment is designed to give you a glimpse of some of the challenges you will be facing in this role. Please be aware there are no perfect solutions - for us, it's more important to see how you find solutions, process your ideas, structure your thoughts and how you make your decision paths.

Have fun!

Task 1 - Marketing Campaigns

Have a look at the data included in the marketing campaigns dataset and import it into a tool of your choice for analysis and visualization. The data contains weekly information about different online marketing campaigns in one market.

- a) Give an overview of the development of the entire market and the different campaigns. Please prepare 3-5 charts and summarize the most important findings.
- b) How would you assess the development of the quality of traffic, e.g. in terms of revenue per visitor. How is the overall development and how does each campaign evolve?
- c) You are talking with the responsible business developer for the market who wants to spend an additional 250€ per week from week 31 onwards. Please help him out with the following questions:
 - What is your advice in which campaign to invest and why?
 - How do you expect this to impact the overall performance in the market from week 31 onwards?

Task 2 - Session Data

From our server logs, you can access the raw session data, that contains information about single visits to our website (= sessions). A clickout is logged whenever a user clicks on a hotel and is redirected to the booking page. The booking field is binary and indicates if a hotel booking was logged after one of the clickouts. Have a look at the data and check if there is any connection between the booking data and other given information. Feel free to formulate hypothesis based on your findings.