# Frequently Asked Questions

This document contains all questions and answers from the Q&A call on September 29th as well as all questions sent to us by email. This document will continue to be updated over time as new questions are asked and answered.

**Registration and Submission Logistics Questions**

Q: Can I register and then add a teammate later?

A: You can! If it won't bring your team to more than 4 people, you can email analyticsshowcase@carmax.com to add your new teammate.

Q: Can you give a better overview into the video segment? What are you looking for in terms of results and the report?

A: Video can include you speaking to results, showing graphs, or whatever you think will be help synthesize the analysis you've done. You can find the full requirements for the video in our official rules at https://analyticsshowcase.carmax.com/rules.

Q: Should the report only be presenting the findings? Can I include graphs and bullet points in my report?

A: The report should outline your work, methodology, and results, and supplement your submission video. You can include graphs, bullet points, or other elements to support communicating your process and findings. You can find the full requirements for the report in our official rules at: https://analyticsshowcase.carmax.com/rules.

Q: Do I have to show myself in the video?

A: No, that is not required.

Q: Can I present in whatever format I like in the video?

A: However you feel is the best way to present your findings, as long as it meets our submission criteria, is an appropriate way to present your results. Determine the best format to get your message across in the best way. We are primarily judging submissions on the accurate and insightful findings that are clearly communicated.

**Analysis Questions**

Q: Should I explain my methodology for how I analyzed the data and what insights I found?

A: The problem statement primarily is asking for your recommendation to our question, so you need to balance presenting your methodology in the report and video with the presentation of your findings. One category of judging is rigor – are your analyses sound and accurate? Demonstrating methodology is important for that.

Q: How should I analyze this data? What are you looking for?

A: We don't want to be too prescriptive about what to do with your analysis. There is not a single right answer to the problem statement – we are looking for you to give us your answer and support that answer. Try not to get too hung up on trying to anticipate what you think we want – do your best within the guidelines of the contest and find accurate insights within the data.

Q: What variables should I evaluate in my analysis?

A: There are multiple ways to look at analyzing the data. We use NPS score to measure customer satisfaction, but it's appropriate to look at other elements of the data and different relationships in the data that might be impacting NPS. You can also derive other variables from what we've provided.

Q: Is there a specific software/programming language I should use for the showcase analysis?

A: No! You can use whatever app, software, or programming language you are familiar with to perform your analysis.

Q: What does 'unique insights' mean?

A: When you look at the data you might find more 'obvious' insights that are very clear or apparent trends in the data. You will get a higher score in the curiosity category if you find some things that are deeper – make connections and find patterns in the data that go a bit beyond the surface.

**Data Questions**

Q: What does the count_leads column represent?

A: At CarMax, a lead is a way a customer interacts with us like clicking on a car to place a hold or request more information. This column is the count of all leads a customer initiated.

Q: Why does the data not include people who didn't buy a car?

A: At CarMax we analyze NPS data by customer segment and will look at people who purchased a car and who didn't purchase a car separately. We chose to provide purchaser data because there are more data points in their customer journey as they completed a purchase, compared to a customer that only submitted a lead and didn't progress.

Q: What do the values in lead_category mean? What about values in lead_handle_type?

A: We used real data for the showcase, and some of the data has been anonymized. You can still analyze trends based on the categories even without their definitions.

Q: What's the difference between count_test_drives and count_test_drive_reschedules?

A: These are two independent categories. Count of test drives is how many test drives the customer completed, and count test drive rescheduled is the number of times the customer had to reschedule a test drive. You could have 5 test drives and 1 reschedule, or 1 test drives and 5 reschedules.

Q: What is outbound_inbound_contacts_ratio?

A: For every contact that was outbound (meaning CarMax contacted the customer) those were given a positive value, and for every contact that was inbound (meaning the customer contacted CarMax) those were given a negative value. Values less than 0 would mean the customer primarily contacted CarMax, and values greater than 0 would mean CarMax primarily contacted the customer. A value of +1 would mean only outbound contact from CarMax, a value of -1 would mean only inbound contact to CarMax, and a value of 0 would mean equal quantities of both.

Q: Why is some of the data missing? Why are there null values?

A: This is real data, and if we have missing data it means the data wasn't available. How you handle nulls in the data is up to you, but the null just means that the data didn't exist – it does **not** mean that the value is 0.

Q: What is instore_appt_pct_helped? Why would this ever be less than 1?

A: If a customer was always helped by an associate during their appointment this value will be 1, and sometimes there may be situations where an appointment is made but they're not helped by an associate. This would bring the value below 1.