

## Case Study

At Otter, we aim to provide every customer with a magical first experience – a user signs up and within 2 days receives an out of the box solution – a tablet and printer at their restaurant. Connect the printer, turn on the tablet, and all the orders from your food delivery partners have been pre-configured so you are ready to start serving your customers.

To achieve this, there is a lot happening behind the scenes.

### Part 1: Process Flow

Sketch out a detailed onboarding flow from signup to activation. This should include:

- The information we need to collect from the user
- Steps taken when things go wrong

### Part 2: Metrics

- Using the [dataset attached](#) – Define health criteria to ensure that before we activate an account, the customer has been set up for success by reaching key milestones in their onboarding.
- What key performance metrics would you use to measure the success of onboarding? This is for the internal onboarding team to be held accountable.
- How would you approach target setting?

### Part 3: Analysis

Using the [dataset attached](#), build a global performance dashboard to measure the success of onboarding. This can be built-in dashboarding tool options are:

(Preference for a python dashboard in streamlit / plotly etc or Google sheets / Data Studio)

### Part 4: API connection

Write a simple python script that showcases how we could leverage an API integration to enhance our onboarding process. Get creative with what you would like to showcase!

Parts 1 and 2 may be presented in a maximum of 5 slides. Part 3 will require you to share the dashboard with [sankari.nair@cloudkitchens.com](mailto:sankari.nair@cloudkitchens.com) and part 4 will require you to share a python script and give a demo in the case.