



SIMPLY SALAMANDERS

Simply Salamanders, a subscription-based B2B salamander food company, has asked you to help them better understand their business performance. Here is a little background on Simply Salamanders.

Simply Salamanders is a subscription-based B2B company specializing in providing premium, specialized food for salamanders. Founded in 2010, the company has experienced steady growth, catering to businesses such as pet stores, zoos, research laboratories, and exotic animal care facilities worldwide. Their unique subscription model ensures that clients receive consistent, high-quality food tailored to meet the specific dietary needs of various salamander species, ranging from the spotted salamander to the eastern hellbender.

In addition to their standard food products, Simply salamanders has recently expanded their product line to include specialty treats designed to enhance the health and well-being of salamanders. These treats are part of an upselling initiative aimed at increasing company revenue while providing added value to customers.

Simply Salamanders is focused on driving growth through customer acquisition and retention. Maintaining a strong relationship with their existing client base is a top priority. Simply Salamanders places significant emphasis on customer feedback, using it to continuously improve and diversify their product offerings.

As a data-driven organization, Simply Salamanders relies on comprehensive analytics to track sales trends, product performance, customer satisfaction, and operational efficiencies. The company is particularly interested in understanding sales growth patterns and performance, and customer churn rates.

Your Role

You have been brought on as a data analyst to create six key visualizations that will provide insights into the company's performance and support strategic decision-making. You will be interviewing two key stakeholders—the Sales Director and Head of Procurement—to understand their data needs and provide them with insights through data visualizations. Please use the attached file to complete the action items below for each stakeholder:

- **Create three (3) visualizations for each stakeholder:** Develop three visualizations based on each stakeholder's requirements as detailed in their interviews below (*It is recommended that you use PowerBI for this*)
- **Provide Explanations:** For each visualization, write a brief explanation (a few sentences) on why you chose that particular visualization and how to interpret it.
- **Follow-up Questions:** If you could ask the stakeholders follow-up questions, list what clarifications or additional information would help you improve the analysis/insights.



Stakeholder Interviews

Selena – Director of Sales

“Hi, I am Selena, the Director of Sales at Simply Salamanders. Our sales team has been working hard, and I want to get a clear picture of how we are doing in terms of growth. Specifically, I want to understand our monthly sales growth over time. Could you create a visualization that shows this? Breaking it down by different parameters might help me get more insights. I’m also debating whether viewing this as year-over-year growth would be helpful. I’m open to alternative ideas that you might have. The more actionable the metric, the better.

Customer retention is a big concern for us. I suspect we might be losing customers, but I don’t have the data to support my hunch. Can you create a customer churn visual? It would be helpful to be able to slice and filter this data by suitable parameters to identify patterns.

Finally, I want to monitor the performance of our sales team more closely. I think a win-rate visual would do the trick. I want to review this weekly to identify who might need additional support or training.”

Sandra – Director of Procurement

“Hi, I am Sandra, the Director of Procurement at Simply Salamanders. I need your help to track how our products are performing so we can manage our inventory effectively. Firstly, I want to understand how well each food type is selling. Could you create a visualization that shows sales volumes or revenues by food type over the past year? I would love to see if there are any identifiable seasonal patterns in the trends.

We have a major focus this year on upselling our new line of specialty treats. I need a graphic that helps me monitor which subscription levels (eg. Basic, Standard, Premium) are purchasing the most treats. Are our premium subscribers buying more treats, or is there potential to upsell in other segments?

Also, I’m curious about customer purchasing behaviors regarding treats. If a customer purchases a treat, are they continuing to purchase them in subsequent months? Are they buying the same treat or trying different ones? A visual on repeat purchases and product loyalty would be very helpful for our marketing strategies.



Deliverables Summary

- Total Visualizations: 6 (three per stakeholder)
- Explanations: A brief explanation for each visualization
- Follow-up Questions: List of clarifications or additional information you would ask for each stakeholder

Additional Notes

- **Data Assumptions:** If you find gaps in the data or need to make assumptions, please document these in your explanations or follow-up questions. Also, consider who in Simply Salamanders might be able to help you obtain or validate that data.
- **Visualization Tools:** While Simply Salamanders primarily uses PowerBI, you may use any tool with similar capabilities for this exercise.
- **Presentation:** Prepare your visualizations and explanations in a clear, professional manner suitable for presentation to the stakeholders. It can be in the form of a simple slide deck or a memo.
- **Timeline:** Please complete this task and be prepared to share your findings in your next interview.