

## **Task 1 – Wavess 1.0: LinkedIn Growth Solution**

**Goal:** Build a small prototype that analyses LinkedIn post performance and audience relevance.

LinkedIn post:

[https://www.linkedin.com/posts/klarna\\_klarnas-climate-resilience-program-activity-7346877091532959746-748v/?utm\\_source=share&utm\\_medium=member\\_desktop&rcm=ACoAAADnFyQBBmDIWAAFjnAlnMjU44QmY2tSbC8](https://www.linkedin.com/posts/klarna_klarnas-climate-resilience-program-activity-7346877091532959746-748v/?utm_source=share&utm_medium=member_desktop&rcm=ACoAAADnFyQBBmDIWAAFjnAlnMjU44QmY2tSbC8)

### **Deliverables:**

- Extract post features (text, hashtags, sentiment, etc.) and predict which posts perform best.
- Analyse the post audience (roles, seniority, company type) and rank their relevance to a their ICP.
- Provide both outputs in a clean, structured format (CSV or small dashboard).

**Tools:** Python or R (you choose).

**Bonus:** Suggest how this workflow could be automated or scaled.

## **Task 2 – Wavess 2.0: GTM Intelligence Platform**

**Goal:** Build a lightweight prototype that gathers external market signals for one fintech company (you choose) and translates them into actionable GTM insights.

### **Deliverables:**

- Aggregate 10–15 relevant data points (news, company updates, funding, etc.).
- Classify them into meaningful categories (timing, messaging, ICP, etc.).
- Present your findings in a concise summary with short insights or GTM recommendations.

**Bonus:** Share how you'd automate this process or connect multiple data sources.