## Candidate Questionnaire

Please complete the following questionnaire to be considered for the BI/Analytics team.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| General Skills | *Evaluate your experience and skill levels on the following tools and languages* | | | | | | |
|  | *Expert* | | *Power User* | *Highly Skilled* | *Adequate* | *Marginal (I googled it)* | |
| Adobe Marketing Cloud + Analytics Tools |  | |  |  |  | x | |
| Adobe Video Analytics |  | |  |  |  | x | |
| Adobe Analysis Workspace, Calculated Metrics & Segments |  | |  |  |  | x | |
| Nielsen Applications (NPower, MyEvnts, Arianna) |  | |  |  |  | x | |
| Star Media, Rentrak, Lake 5 Media or other linear data sources |  | |  |  |  | x | |
| Tableau, DOMO or other data viz |  | | x |  |  |  | |
| Social Media Analytics Tools (YouTube Analytics, Snapchat Analytics, Facebook Insights, Canvs, Nielsen SocialGuide, Sysomos, Spredfast, Twitter Analytics) |  | |  | x |  |  | |
| Test & Target, Optimizely, Dynamic Yield or other A/B testing tools |  | |  |  |  | x | |
| DMPs such as Adobe AAM, BlueKai |  | |  |  |  | x | |
| Google Analytics |  | |  | x |  |  | |
| Google TM, Dynamic Tag Manager (DTM) or other tag management tools |  | |  |  |  | x | |
| JavaScript |  | |  |  | x |  | |
| DoubleClick DFP |  | |  |  |  | x | |
| ComScore |  | |  |  |  | x | |
| BI Tools such as Cognos (list) |  | |  |  |  | x | |
| Modeling, forecasting, statistics |  | |  |  | x |  | |
| R, SPSS |  | |  |  | x |  | |
| SQL |  | |  | x |  |  | |
| Other coding skills such as HTML, JSON, CSS, PHP, PERL, Python (create new rows as needed) |  | | x |  |  |  | |
| Hive, PIG, or other Mapreduce query languages |  | |  |  |  | x | |
| Advanced MS Excel including pivot tables & macros |  | |  |  | x |  | |
| Multi-channel attribution |  | |  |  |  | x | |
| Other, be specific |  | |  |  |  |  | |
| **Short Answers Questions** | | *Please provide feedback on the following questions* | | | | |
| What does “data driven decision-making” mean? | | Data-driven decision-making to me means, any decision or move made is backed up by facts. Data is basically being used to influence a person's thought process on a situation, where again, the data represents facts. | | | | |
| How to determine multi-platform growth across TV and digital platforms? | | Check how much one platform is causing more use of the others | | | | |
| What is the best web analytics tool on the market and why? | | I have not been exposed to them enough to make a good choice & defend it. | | | | |
| Is social media data relevant to analyzing media audiences? Why or why not? | | Of course. Social media basically reveals almost EVERYTHING about a person. Their ethnicity, religion, sex, sexual orientation, location, etc. Tapping into social media just helps show you the exact type of person who enjoys or doesn't enjoy a particular show, song or whatever it is you are researching about. | | | | |
| Should a company implement tag management? Why or why not? | | It varies company to company. If tags aren't normally changed or it's no problem for you to get a tag changed in a relatively small timeframe, then you probably don't need it. However if you have a marketing team or someone who would like to change a tag frequently, or any requests you do make are sent to the back of a long line of prior jobs; A company should then consider implementing tag management | | | | |
| What are the benefits and dangers of running web site experiments? | | The benefits are you could possibly come across something that really opens a floodgate of traffic to your site, potentially making more sales. Your site can also gain a good reputation for whatever change you made. For example I know friends who sends other people to certain website just because of one thing they saw which they considered cool. The other person checks it out and ends up purchasing something. On the other hand you can make a mistake and cause people to avoid your site. Which is potentially losing you money. | | | | |
| Describe your experience with mobile analytics. | | When I used to use Facebook Insights it would let me know how many people were interacting with my posts via their phone or computer. It also let me know which posts were more popular on phone vs computers. | | | | |
| What is an example of KPI that matters? Why? | | An example of a KPI that matters would be Ratings. Ratings because all businesses, no matter the industry want to know they're audiences, customers or consumers, are pleased with whatever is being presented to them. So if ratings are down, that indicates something definitely has to change. If ratings are up, you know the business is performing the way intended. | | | | |
| Describe your experience with Social Analytics, specifying metrics of interest. | | Starting in 2012 all the way to 2015; I used Facebook Insights to see which states/countries liked some shirt designs I created. My metric of interest was how people got to my posts, whether it was from a share, seeing a like, an organic or paid reach, etc. | | | | |
| Describe your current role and your biggest success in that role. | | I'm currently a Data Scientist at DuroUAS. I analyze, conduct research on & visualize data for others to gain insight without much thought. My biggest success was a project I worked on concerning the Bronx River. The published work shows the graph I constructed, which was the first professional use of my skills. | | | | |
| What are the biggest pain points of your current position? | | None | | | | |
| Describe your relationship with your peers in your current role. If you would change it, how would you? | | It's a friendly & helpful relationship. They know they can come to me with help as far as programming goes, and I can go to them about anything I may have trouble with. There's nothing I would change about our relationship | | | | |
| Generally, how does Web Analytics work? | | As you go from page to page, data as far as what page you came from, how long you stayed on a page, how many more people were on one page in comparison to another, etc. Now a business can see what content is attracting attention & what isn't, which will help them make wise changes moving forward. | | | | |
| Describe your technical background. | | From Spring 2013 to Spring 2014 while I was in college, I majored in Computer Science. I was using JavaScript for those 3 semesters. I taught myself HTML5 & CSS3 in 2015, where I helped with the Front-End on a couple websites. This year I started learning python in March. Since then I've made use of several libraries and have done the back-end of several programs that involves either the stock or foreign exchange market. I've also done the back-end of some programs that visualize data, one of them involves a database which I set up using SQLite.. | | | | |
| Provide some feedback on this chart. | | The dotted lines could represent how much profit a company estimated for Q2 2014-Q1 2015. The gray bars could represent how much profit was forecasted for Q2 2015 –Q1 2016. Finally the black bars would then represent what was actually made in profits for Q2 2015-Q1 2016. The trend seems to be they do best in the latter half of the year, which stretches to the beginning of the following year. The 2015 Original forecast wasn't far off concerning Q2 & Q3.However Q4 into the beginning of Q1 did drastically worse than what was expected. | | | | |
| Describe your experience with SEO. | | When I used to work on websites, some of them were wordpress. Wordpress provides a lot of plug-ins, one of which is SEO. Basically I used the plugin to make are when certain phrases are searched for, their page would show up. | | | | |
| Describe your experience with Web Analytics implementation and QA. | | My experience would again have to come from the use of Facebook Insights and my shirts. When I found certain trends or saw a couple designs got more attention than the others, I'd look for what set them apart and my next designs would reflect what I got from the insights. | | | | |
| Describe a company that has an effective business model. How does analytics impact this? | | Apple has a very effective business model. They provide products that are literally made to seamlessly work with one another. This will cause to want another apple device once you purchase one. They make their customers feel as if their apart of something bigger. I remember friends who used to brag just because they could facetime between one another, or they know when someone is texting them from an android. Their sleek and clean designs also give their products a luxury feel to them.  I'm sure analytics impacted this because over the years you can see how their product's hardware & software have evolved to match user demands or trends. They wouldn't know those things without the analytics. | | | | |
| **Analysis** | |  | | | | |
| 1. *Please use any tool of your choice to format and visualize the data block provided on the following page. Provide some analysis on that data.* | | | | | | |
| 1. *Please audit the cc.com home page and provide the following details* | | | | | | |
| What tools are being used? How do you know? | |  | | | | |
| What data is being collected? | |  | | | | |
| What further analysis would like to see done on this page? | |  | | | | |

Please also provide redacted samples of the following:

* An Implementation Guide for web/mobile analytics/Marketing Plan/Social Strategy architecture
* A dashboard that you created
* An in depth report/analysis that you created

Be prepared to present these and the data findings below in person.

**Data for first analysis question**

Season Week - # some metric, make it up

2014 Week - 1 1902134.474

2014 Week - 2 1740816.579

2014 Week - 3 2350373.5

2014 Week - 4 4181745.857

2014 Week - 5 1877182.625

2014 Week - 6 15025103.5

2014 Week - 73393847.333

2014 Week - 8 3868083.375

2014 Week - 9 3694420.25

2014 Week - 10 2658482.818

2014 Week - 11 1797267.875

2014 Week - 12 10188666.33

2014 Week - 13 1651593.389

2014 Week - 14 223O368.154

2014 Week - 15 3768319.5

2014 Week - 16 3316636.778

2014 Week - 17 30578150

2014 Week - 18 28704431

2014 Week - 19 2266045.143

2014 Week - 20 9125765.333

2015 Week - 1 2542363.267

2015 Week - 2 3344546.273

2015 Week - 3 2259653.267

2015 Week - 4 2044262.75

2015 Week - 5 3186976.3

2015 Week - 6 3135986.6

2015 Week - 7 4295972.714

2015 Week - 8 1774106.167

2015 Week - 9 2950339.636

2015 Week - 10 1657712.737

2015 Week - 11 2687111.545

2015 Week - 12 2499467.538

2015 Week - 13 1568939.4

2015 Week - 14 1603058.579

2015 Week - 15 1830768.588

2015 Week - 16 1955979.875

2015 Week - 17 15436977.5

2015 Week - 18 6209068.2

2015 Week - 19 10251688

2015 Week - 20 1414833.222