1. *Propose a* ***development plan*** *for the team in order to achieve the transformation into a team of Insights in the coming* ***12*** *months.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Hard Skills | Orientation | Years of Experience  / Years in efood | Summary |
| Alex | SQL  Excel  DataStudio | Sales | 4/4 | He is tired of repeated processes |
| Belinda | SQL  Excel  DataStudio | Marketing | 5/4 | She doesn’t comply with JIRA |
| Chris | SQL  PowerBI  DataStudio  Python | General | 2/1 | Hands on - lacks of business knowledge |
| Demi | PowerBI  DataStudio | Visualizations | 2/1 | Lacks of technical skills |

Alex is tired of repeated processes, so it would be a good idea for him to work on automations and a BI solution that will provide him all the top notch visualizations for his Sales presentations. He knows Sales well and he is complemented by Belinda who is Marketing oriented and they’re both experienced in eFood. Together they will set the roadmap and work on the design and mock ups necessary for the Insights project.

Belinda will guide and mentor Chris and Demi about the implementation part and teach them the business part.

Chris will be handling Jira and get Demi up to speed technically.

1. *Let’s extend Part I to a Lifetime Value prediction assignment. Describe how you would organise the project (in terms of data needs, data modelling, data presentation) and how you would assign items of the project backlog to the team members above.*

Lifetime Value prediction is used in both Sales and Marketing. Alex and Belinda would set the data needs. With the help of their mentoring, Chris would work on the Data Modelling and ETL and Demi would work on the presentation part. Alex and Belinda would run the internal UAT round before the signoff and release by the rest of the stakeholders.