
Street Level Strategy – Data Analyst Take-Home Assignment

Overview

This assignment is designed to assess how you approach real-world outreach data. You'll work with raw data from a county-wide phone outreach campaign that aimed to enroll residents in emergency alert systems and assess their sentiment around disaster preparedness. Your goal is to analyze the data, uncover patterns in how outreach was targeted, and deliver clear, data-driven insights in a format suitable for internal stakeholders or partner organizations.

Please include a short written reflection that shares your perspective on the role of data in the world today.

Part 1 – Data Analysis

1. **Clean & Prepare the Data**

Review the dataset and prepare it for analysis. Focus on streamlining the data—remove what's not useful and make what is useful easy to work with.

2. **Identify Targeting Strategies**

Using the cleaned data, uncover **3–5 distinct targeting strategies** that appear to have guided the outreach.

Your analysis should reflect patterns across demographic, geographic, and community-level dimensions.

Explain how you identified these strategies, and what evidence supports them.

3. **Explore Contextual Patterns**

Bring in an **external public dataset** of your choosing. Use it to deepen or validate your understanding of how different communities may have been targeted.

You'll be expected to connect this external context back to your findings.

4. **Visualize Your Findings**

Build a dashboard that highlights the key KPIs and findings from your analysis.

This should not be a standalone product—use it directly within your written report to support and strengthen the story you're telling.

Your visuals should reinforce the targeting strategies you've identified and help clearly communicate your insights to stakeholders without technical backgrounds.

Use Tableau Public or another appropriate tool.

5. Produce a Client-Ready Report

Package your findings into a concise, professional PDF that could be delivered to a non-technical client.

Your report should include:

- A brief summary of your process
- Visuals or tables from your analysis
- 3 major insights
- 2–3 recommendations
- A short executive summary (≤300 words)

Part 2 – Impact Statement

In 500 words or fewer, reflect on how you see data influencing the world around us. What possibilities do you believe data holds for shaping systems, communities, or outcomes? How do you personally think about the responsibility or opportunity that comes with working with data at this moment?

Include this statement on the last page of your final report

Deliverables

Submit the following in a single GitHub repo or zipped folder:

- Client_Report.pdf – Your final report
 - scripts/ – Your complete R or Python script(s)
 - dashboard/ – Tableau workbook or PDF screenshots
 - README.md – Instructions for running your analysis and viewing the dashboard
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Submission

Email your repo link or zipped folder to **birdie.ligos@slstrategy.com** by your assigned deadline. Make sure your work is clearly organized and easy to follow.

Good luck — show us how you uncover meaning from outreach data.