

**Part 1 Interview case study – Outdoor**

**Overview**

This case study is designed to assess the following proficiencies:

1. Problem solving

2. Commercial skills and acumen

3. The presentation of insights

You work for a consulting company on an island called Gotland, with a population of 2,000. The consulting company has access to Gotland’s sole bank’s transactional data which is de-identified and privacy compliant.

The CEO of Outdoor has approached you to provide consulting advice. She is worried about slowing growth at Outdoor and wants to understand the performance of Outdoor versus its key competitors Camping Land, River Deep Camping and The Camping Hut. In addition to this, the CEO would like you to provide **three** insights from the data and corresponding ideas on how Outdoor could take each insight and apply it to lift sales growth.

An example of an insight a client may expect is:

- Revenue is significantly higher in the summer over the holiday period. To increase sales throughout the year, Outdoor could design a marketing campaign encouraging people to buy fishing supplies on an upcoming public holiday

The CEO has asked you to preferably prepare a one slide dashboard and highlight **three** key insights. Also include any scripts/techniques used to slice the data.

**Additional notes:**

- Bank rules state that insights cannot be deduced from singular customers and that data and metrics presented must be aggregated to either a minimum of region, age band or gender (or a combination of two of these)

- Bank rules state that when providing the performance metrics of competitor companies you cannot display individual competitor metrics, they must be presented as aggregations of at least three competitor brands

**Analysis**

There is no restriction on the software or the methods you may use to analyse this data.

**Data**

**Customers**

|  |  |
| --- | --- |
| **Field** | **Description** |
| **CustomerID** | **Unique customers identifier** |
| **Region** | **Region the customer lives** |
| **Age band** | **Age band of the customer** |
| **Gender** | **Gender of the customer** |

**Transactions**

|  |  |
| --- | --- |
| **Field** | **Description** |
| **TransactionID** | **Transaction identifier** |
| **CustomerID** | **Unique customers identifier** |
| **Year** | **Year at which transaction occurs** |
| **Amount** | **Amount of transaction** |
| **StoreID** | **Unique store identifier** |
| **Weekday/Weekend** | **Whether transaction occurred on weekday or weekend** |

**Stores**

|  |  |
| --- | --- |
| **Field** | **Description** |
| **StoreID** | **Unique store identifier** |
| **Brand** | **Brand of the store** |
| **Region** | **Region where the store is located** |