DANIEL WELLINGTON

CASE INTERVIEW

BI DEVELOPER

INTRODUCTION

- **Task:**
  - Build an interactive Dashboard with different visualizations using Tableau Desktop (preparation: approximately 4 hrs)
  - Send your work to us the day before your scheduled interview
  - Present the Dashboard during the Case Interview (presentation: between 10 - 20 min)

- **Tools:**
  - Download trial version of Tableau Desktop (https://www.tableau.com/products/trial)

- **Data:**
  - Use the attached dataset called "Interview Case - Sample Sales Data.xlsx"
  - There are three different sheets (tables) – "Orders", "People", "Returns"
  - Use the relevant tables to answer the case

CASE - BUILD A DASHBOARD

Task: Construct an interactive dashboard that enables analytics from an overview perspective down to a more detailed view. **Decide yourself which KPIs to calculate and which charts to include in your dashboard**

If you need inspiration on what to include in your dashboard, we would be interested to see how you would visualize:

- Sales per month for a chosen year, color coded in such a way that it enables comparison against the same month last year
- Average order value for returning customers compared to non-returning customers
- Return rate per manager over time
- Identify the manager whose region sales were greater than the overall average sales
- Show Top 10 products in each sub-category with percentage of share of revenue and profit
- Plot average shipment duration by city and shipment method

CASE - BUILD A DASHBOARD

- What other data sources or data points would you like to complement this data source with?

- If you want/have time feel free to add data and other visualizations that you regard as relevant to the dashboard

- Consider the following:
  - The layout of the dashboard
  - The way you label or design your visualizations
  - The purpose of a dashboard like this

- Don't worry, be happy
  - The suggested visualizations are not mandatory. If you have ideas of other interesting or better visualizations, feel free to be creative

CONSIDERATIONS FOR THE CASE

Case Interview:

- Preparation: around 4 hours

- Presentation: max 20 minutes

- Discussion: approx. 25 minutes

Send Your Case:

- Save your work in a Tableau Packaged Workbook (*.twbx) file format

- Send the *.twbx file to sofia.andersson@danielwellington.com by **13:00 CEST the day before your Case Interview** at the latest

Questions? Send us a message through Teamtailor and we'll get back to you asap.

CONTACTS:

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