Adobe Voice of Customer Data Analyst Interview Case Appendix
Aidan Olander

Customer Level Analysis:

Customer Level	AI_stance_hold-cautious	AI_stance_hold-excited	AI_stance_not-interested	AI_stance_ready	AI_stance_unknown
C-Suite	0.32	0.37	0.00	0.00	0.32
Director	0.22	0.50	0.02	0.04	0.22
IC	0.20	0.48	0.00	0.03	0.29
Manager	0.11	0.53	0.03	0.08	0.25
VP	0.19	0.33	0.00	0.11	0.37

Figure 1 - AI Stance by Customer Level

Customer Level	sitewide_dum	marketing_dum	hr_dum	sales_dum	creative_dum	other_dum	pilot_dum
C-Suite	0.42	0.21	0.00	0.05	0.16	0.00	0.16
Director	0.35	0.28	0.01	0.03	0.34	0.05	0.13
IC	0.29	0.37	0.00	0.01	0.33	0.07	0.15
Manager	0.20	0.27	0.01	0.03	0.51	0.07	0.13
VP	0.24	0.37	0.00	0.08	0.45	0.01	0.08

Figure 2 - Scope of Deployment by Customer Level

Customer Level	nan	legal	legal_ai	copyright	security_ai	pricing_adobe	ethical	legal_adobe	liability	privacy	privacy_ai	brandconsistency_ai
C-Suite	0.47	0.26	0.16	0.16	0.11	0.11	0.11	0.11	0.11	0.11	0.11	0.00
Director	0.34	0.17	0.13	0.05	0.07	0.11	0.06	0.07	0.02	0.03	0.01	0.05
IC	0.36	0.08	0.23	0.03	0.05	0.07	0.00	0.05	0.00	0.03	0.04	0.04
Manager	0.32	0.07	0.23	0.00	0.13	0.07	0.00	0.07	0.00	0.01	0.07	0.05
VP	0.36	0.20	0.11	0.03	0.07	0.05	0.04	0.07	0.00	0.09	0.07	0.09

Figure 3 - Concerns by Customer Level

Figure 4 - Customer Level Concerns Heatmap

Figure 5 - Customer Level Features Heatmap
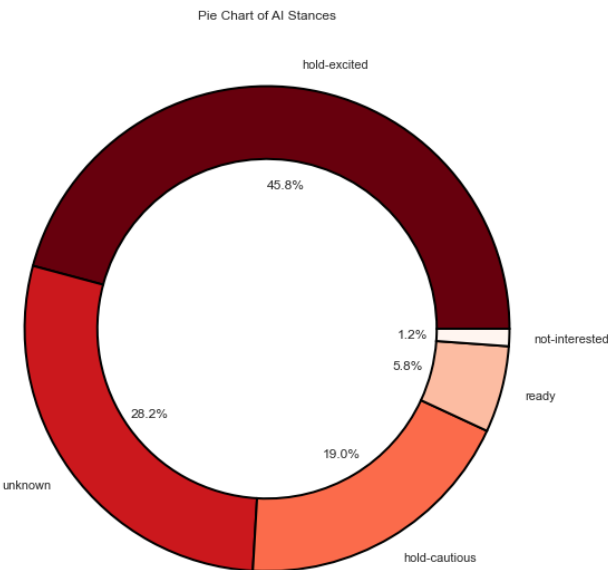
General Analysis:

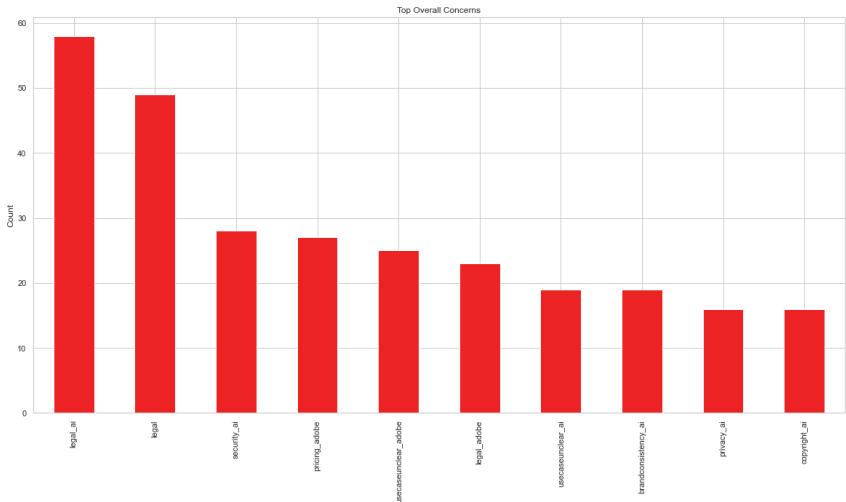*Figure 6 – AI Stance Pie Chart*

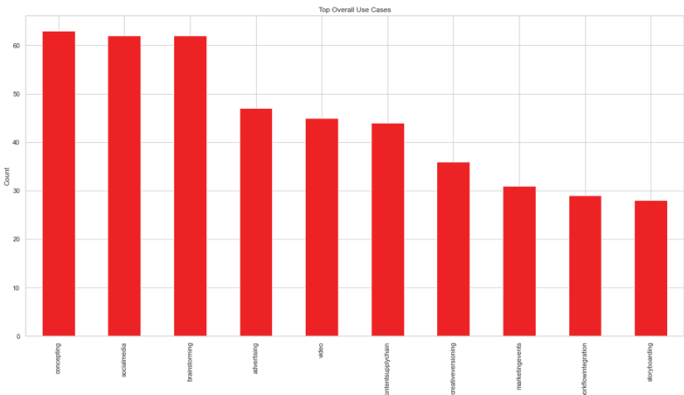*Figure 7 – Top Concerns Bar Chart*
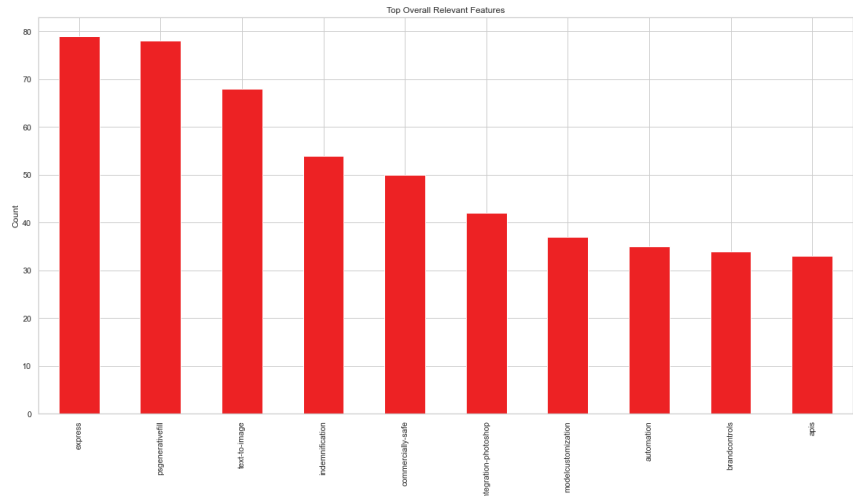

Figure 8 – Top Use Cases Bar Chart

Figure 9 – Top Features Bar Chart

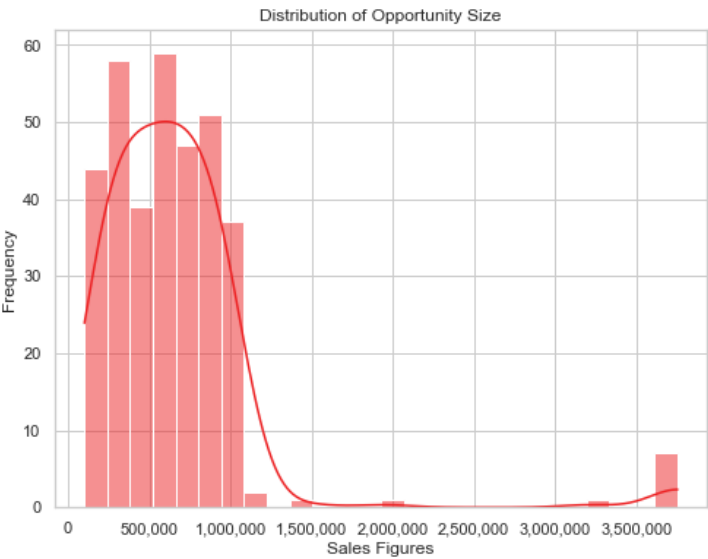*Figure 10 – Opportunity Size Distribution*
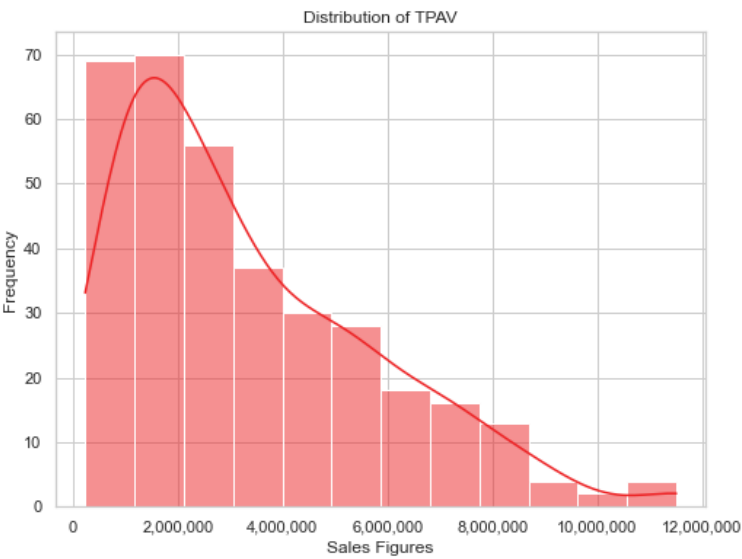
Figure 11 – Total Potential Account Value Distribution

Sales Stage Analysis:

Sales Stage	sitewide_dum	marketing_dum	hr_dum	sales_dum	creative_dum	other_dum	pilot_dum
1.00	0.18	0.27	0.00	0.00	0.36	0.36	0.09
2.00	0.23	0.28	0.00	0.06	0.45	0.01	0.17
3.00	0.32	0.22	0.00	0.04	0.40	0.04	0.15
4.00	0.19	0.37	0.01	0.03	0.49	0.10	0.04
5.00	0.25	0.38	0.01	0.06	0.40	0.01	0.22
6.00	0.48	0.34	0.00	0.00	0.19	0.00	0.02

Figure 12 – Scope of Deployment by Sales Stage
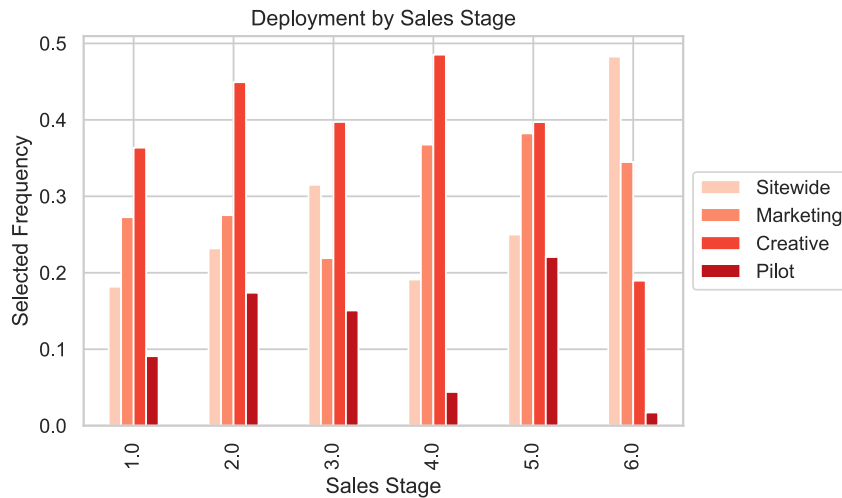
Figure 14 – Sales Stage Deployment Stacked Bar Chart

Figure 13 – Sales Stage Relevant Features Heatmap

Sales Stage	pricing_adobe	nan	legal	legal_ai	security_ai	legal_adobe	usecaseunclear_adobe	usecaseunclear_ai	brandconsistency_ai	copyright_ai	ethical_ai
1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
2.00	0.00	0.39	0.16	0.12	0.04	0.07	0.09	0.01	0.06	0.04	0.01
3.00	0.11	0.30	0.15	0.19	0.14	0.05	0.11	0.11	0.05	0.04	0.04
4.00	0.01	0.34	0.22	0.13	0.07	0.09	0.04	0.10	0.09	0.06	0.09
5.00	0.10	0.26	0.13	0.22	0.15	0.12	0.09	0.01	0.07	0.09	0.03
6.00	0.00	0.55	0.05	0.21	0.00	0.00	0.03	0.03	0.00	0.00	0.00

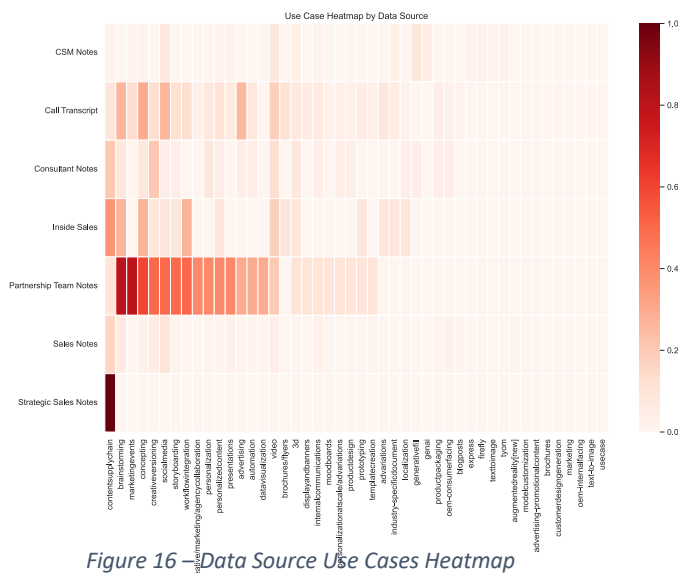*Figure 15 – Concerns by Sales Stage*

Data Source Analysis:

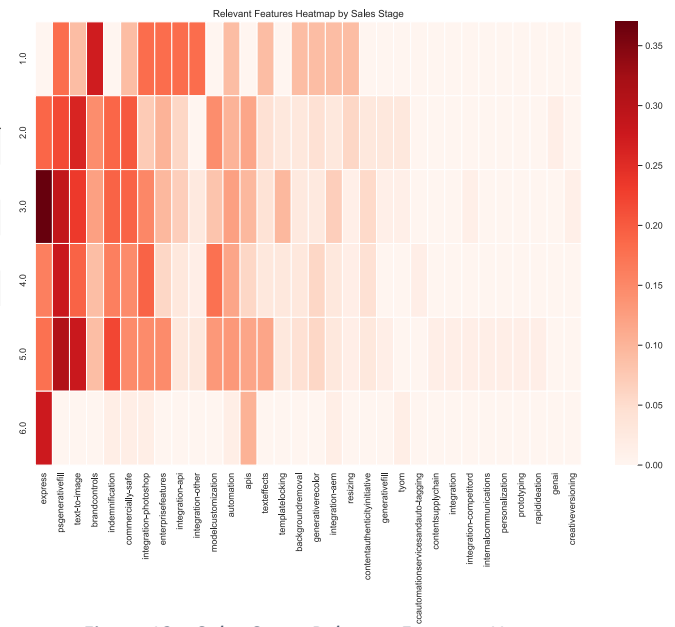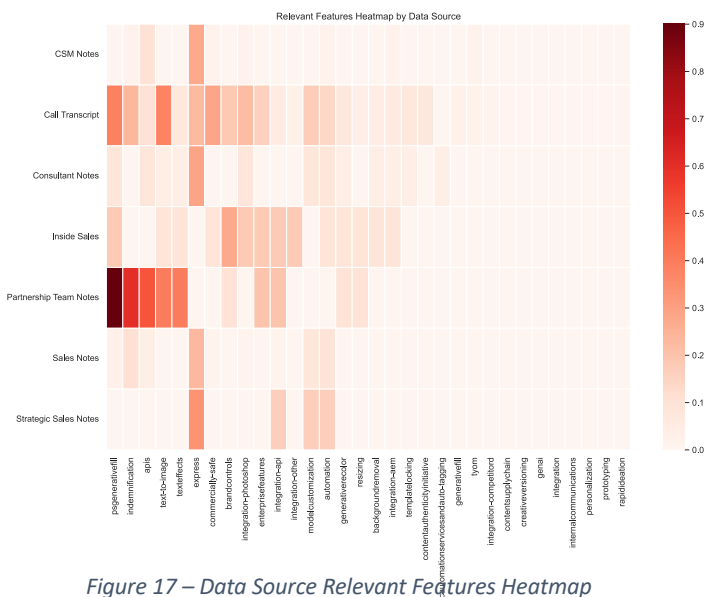*Figure 16 – Data Source Use Cases Heatmap*

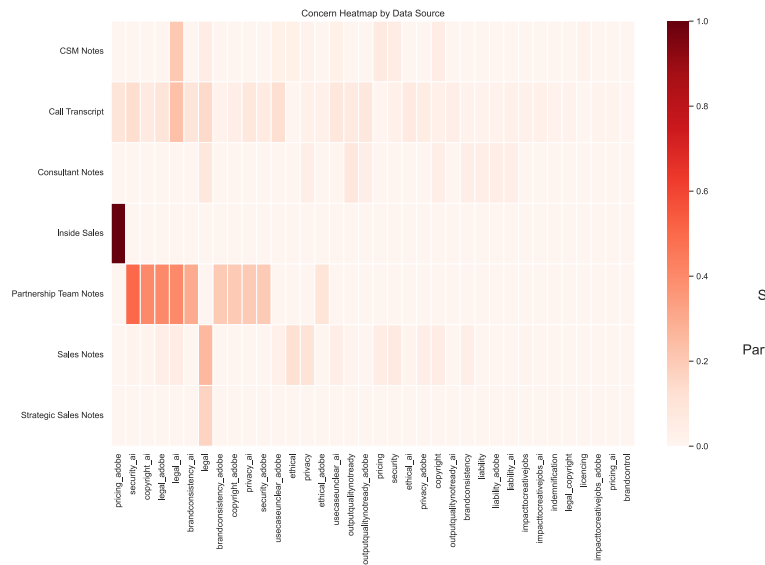*Figure 17 – Data Source Relevant Features Heatmap*

Figure 18 – Data Source Concerns Heatmap

Figure 19 – Opportunity Size by Data Source Plot

Industry Analysis:

Industry	concepting	brainstorming	nan	socialmedia	advertising	creativeversioning	marketingevents	3d	generativefill	video
Advertising	0.29	0.29	0.43	0.43	0.14	0.00	0.14	0.00	0.00	0.00
Construction	0.86	0.71	0.14	0.00	0.00	0.14	0.14	0.43	0.00	0.00
Financial Services	0.07	0.13	0.47	0.07	0.00	0.13	0.00	0.00	0.00	0.07
Government - Federal	0.11	0.17	0.28	0.17	0.17	0.11	0.11	0.11	0.00	0.11
Government - Local	0.00	0.00	0.00	0.50	0.33	0.17	0.00	0.00	0.00	0.33
Government - State	0.00	0.00	0.29	0.00	0.00	0.43	0.14	0.00	0.00	0.00
Health Care	0.22	0.17	0.43	0.13	0.13	0.09	0.00	0.04	0.00	0.13
Insurance	0.23	0.23	0.54	0.15	0.15	0.00	0.08	0.00	0.00	0.08
Manufacturing - Automotive	0.18	0.09	0.55	0.09	0.00	0.00	0.09	0.00	0.00	0.09
Manufacturing - Consumer Goods	0.19	0.22	0.33	0.22	0.15	0.15	0.11	0.07	0.00	0.26
Manufacturing - Industrial	0.00	0.00	0.33	0.17	0.00	0.00	0.17	0.17	0.33	0.00
Media & Entertainment	0.16	0.08	0.35	0.14	0.27	0.05	0.03	0.05	0.00	0.19
Non-profit	0.00	0.10	0.50	0.40	0.30	0.10	0.10	0.00	0.00	0.20
Professional & Technical Services	0.09	0.09	0.45	0.27	0.05	0.00	0.05	0.00	0.00	0.14
Real Estate, Rental & Leasing	0.22	0.22	0.33	0.11	0.22	0.11	0.22	0.11	0.00	0.11
Technology Hardware	0.44	0.56	0.33	0.22	0.11	0.44	0.44	0.00	0.00	0.22
Technology Software & Services	0.20	0.27	0.20	0.17	0.03	0.03	0.07	0.03	0.03	0.07
Telecommunications	0.19	0.18	0.40	0.19	0.08	0.16	0.12	0.07	0.04	0.14
Travel, Leisure & Hospitality	0.18	0.12	0.29	0.12	0.47	0.00	0.00	0.00	0.00	0.06

Figure 20 – Use Cases by Industry

Figure 21 – Industry Concerns Heatmap

Competitor Analysis:

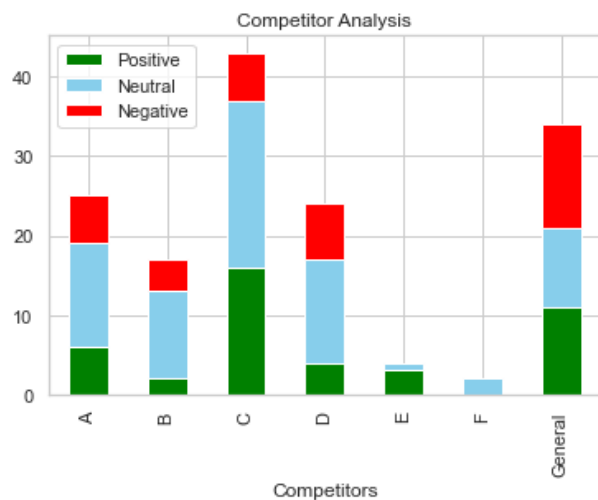| Competitor	Positive	Neutral	Negative	Total
A	6	13	6	0
B	2	11	4	-2
C	16	21	6	10
D	4	13	7	-3
E	3	1	0	3
F	0	2	0	0
General	11	10	13	-2

Figure 22 – Competitor Sentiment Chart

Figure 23 – Competitor Sentiment Vertical Stacked Bar Chart