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*Fleetio Data Analyst Assessment*

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**Question 1 (results deprecated)**

This is relatively straight forward. It is best seen on a BI Tool and of the tool selectors or filters or colors can be the date grain variable. Each date grain will have all of the relevant dates in that grain.

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**Question 2:**

These are the highest lead conversions on a daily, weekly, or monthly level. There are a lot of ties between different lead sources.

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**Question 3:**

The following are some of the possible drivers of lead conversion. Some of the relationships are weaker than others. It’s really only possible to know by doing a chi-squared test or using another statistical test to determine the strength of their relationships. Also, it should be pointed out that factors outside of what exists in this dataset can also be the cause of lead conversions. Other factors not in the dataset could account for lead conversions such as the account representative, messages and calls, timely follow-ups, budget of customer among many others.

Sources:

Content Form, Trial

Table

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State:

Texas, Wyoming

Table

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Job\_title

IT Analyst, Manager

Table

Description automatically generated

Industry:

Consumer/Business

Transportation and Logistics

Table

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Fleet\_size:

<15

1000 +

Table

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**Question 4:**

**Hypothesis 1:** Opportunity close times could be a factor inwinning or losing an opportunity.

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The results are inconclusive. The dataset is opp\_won\_times and it doesn’t show a clear diversion of any weeks when low percentage closed won deals.

**Hypothesis 2:**

Fleet\_size, sources or industry also may have an impact on closed\_won deals. Once again, just like question 4, I would prefer to create a feature selection model for categorical variables in Python or R. However, I am not able to do that in the timeframe given.

So My query is saved as “won\_opps\_drivers” where I find the highest pct of wins and compare to the lowest percentage of wins based on the categorical variable such as industry, source or fleet\_size. For lead conversions we looked at state as well.