

Intermediate Assignment

(Deadline: Friday, 14-June-2024 at 11:59 PM)

To kickstart your journey as a Data Analyst, we have designed your first assignment to help you master one of the most vital aspects of data analysis: **Understanding Business Problems**. This assignment serves as a valuable opportunity to practice and refine your analytical thinking skills and deepen your understanding of business problem-solving. Furthermore, the Intermediate and Advanced Assignments are inspired by a real case study from a leading company, enabling you to showcase your abilities and build a robust portfolio for your future career in the data industry.

The provided dashboard serves as a reference to showcase potential metrics and variables. **It is NOT necessary to do any technical data processing** from this dashboard.

 [Link to Dashboard](#)

★ The **MOST important thing** is how you define the **stakeholders, problem statements, root causes, objectives, hypothesis, prioritization, and metrics**.

💡 **Fun fact:** some of the problems here (**particularly the advanced assignment**) are taken from some Case Studies to enter unicorn tech including fintech, e-commerce, and Edutech companies. Your advanced assignment results can enhance your portfolio, highlighting your skills and achievements in tackling complex tasks effectively.

💡 **Tips:** The terminology used in this assignment is commonly employed in the business, company, or startup industries. If you encounter any confusion regarding the terms used, feel free to utilize **Google Search, ChatGPT, or Gemini** for further clarification and understanding.

Disclaimer :

Please note that the results obtained from Google searches, ChatGPT, Gemini, and similar AI tools may not always be **accurate or up-to-date**. Students and users should independently verify information from multiple reliable sources before using it for assignments or critical purposes in the future. AI-generated content is a helpful starting point but **should not replace thorough research and validation**

Read the [business background](#) carefully and use it to start planning the key deliverables described below.

Business Background

As a Data Analyst at OverU Hotel Ltd, a global hospitality company with hotel franchises across various countries, your role is to delve into customer satisfaction data. Your primary responsibility is to provide valuable insights that will assist management in devising strategies aimed at cultivating greater customer loyalty.

Hence, the management has emailed you to understand what factors they should focus on, to increase customer satisfaction. The customer experience team was surveyed to measure customer satisfaction. They want to know what changes they should make to increase their customer satisfaction. Also, they want to know which of these variables is most important and needs to be addressed right away.

To	Datateam@OverU.co.id	Box
Cc		
Request for Data Analysis of NPS Survey Results		Draft saved at 11:32 PM
<p>Dear Data Team,</p> <p>I trust this message finds you well. As we continuously strive to enhance our guest experience, we recently conducted a Net Promoter Score (NPS) survey to gather valuable feedback from our guests. We believe that your expertise in data analysis will be instrumental in extracting meaningful insights from the survey results. Your insights will play a crucial role in helping us understand the areas where we excel and identifying opportunities for improvement.</p> <p>The NPS survey dataset has been attached to this email for your reference. We kindly request that you analyze the data and provide a comprehensive report highlighting key trends, patterns, and actionable insights. Additionally, if there are any outliers or specific areas that require further investigation, please bring them to our attention.</p> <p>If you have any questions or require additional information, please feel free to reach out. We look forward to receiving your insights and working together to enhance the overall satisfaction of our guests.</p> <p>Thank you for your dedication and support.</p>		

Here are some specific questions that can assist you in formulating your inquiry. Remember, your objective at this stage is **NOT to discover the answers and insights**; instead, concentrate on framing the **business problem**.

Key points to consider in the analysis:

- Identify the overall NPS score and segment it based on different touchpoints within the guest journey.
- Pinpoint areas of strength and weakness in our service based on customer feedback.
- Provide insights into any notable trends or changes from the dashboard.
- Suggest actionable recommendations for improvement based on the analysis.
- We appreciate your prompt attention to this matter and request that you provide your analysis according to the deadline. Your contributions are vital in shaping our exceptional guest experience strategies.

This information can be used to improve customer experience and reduce complaints during their stay in our hotel.

Additional Information

To help you understand how the business goes, here are the factors Contributing to Customer Satisfaction

1. **Amenities:** Amenities refer to additional features or services provided in a hotel room or accommodation beyond the necessities. These can include swimming pools, gyms, Wi-Fi, complimentary toiletries, and other facilities that enhance the guest's experience.
2. **Room Cleanliness:** Room cleanliness pertains to the overall state of hygiene and tidiness within the hotel room. It involves the cleanliness of surfaces, linens, and amenities, ensuring a comfortable and sanitary environment for guests.
3. **Room Layout:** How things are arranged in your hotel room - furniture, fixtures, and other elements - to create a comfy and functional living space.
4. **Price:** The cost of booking and staying in a hotel room, covering the room rate and any extra fees during your stay.
5. **Room Service:** Ordering food, drinks, or services to be delivered to your hotel room for added convenience.
6. **Value for Money:** Value for money assesses the quality of the services and amenities provided by a hotel about the overall cost. It reflects if the services and amenities in a hotel are worth the overall cost.
7. **Room Design:** The look and functionality of a hotel room's interior - colors, furniture, and overall vibe.
8. **Timeliness of Staff:** How quickly and efficiently hotel staff respond to your needs, requests, or questions to enhance your experience.
9. **Friendliness of Staff:** Evaluating the warmth and helpfulness of hotel personnel, creating a positive and welcoming atmosphere for guests.
10. **Check-in/Check-out Experience:** Assessing how smooth and convenient the arrival and departure processes are at a hotel, including check-in speed, clarity of instructions, and overall satisfaction during these interactions.

These factors collectively contribute to a positive guest experience and significantly impact customer satisfaction in the hotel industry.

FSDA Class of MAY24 - Week 1 Assignment - Understanding Business Problems

These articles can provide valuable insights and make it easier for you to approach the problem with a deeper understanding:

- [What is Net Promoter Score](#)
- [Know more about hotel industry](#)

Disclaimer :

For your first assignment, we've provided key information, including business background, factors influencing customer satisfaction, and links to further articles, to support your business understanding and acumen. In real-world situations, it's crucial to independently research on platforms like Google, ChatGpt, and articles. Seek information that clarifies business operations and defines objectives aligned with addressing specific challenges. This proactive approach will enhance your proficiency in practical business scenarios.

Data Dictionary

This data dictionary is provided to help you gain a better understanding of the problem.

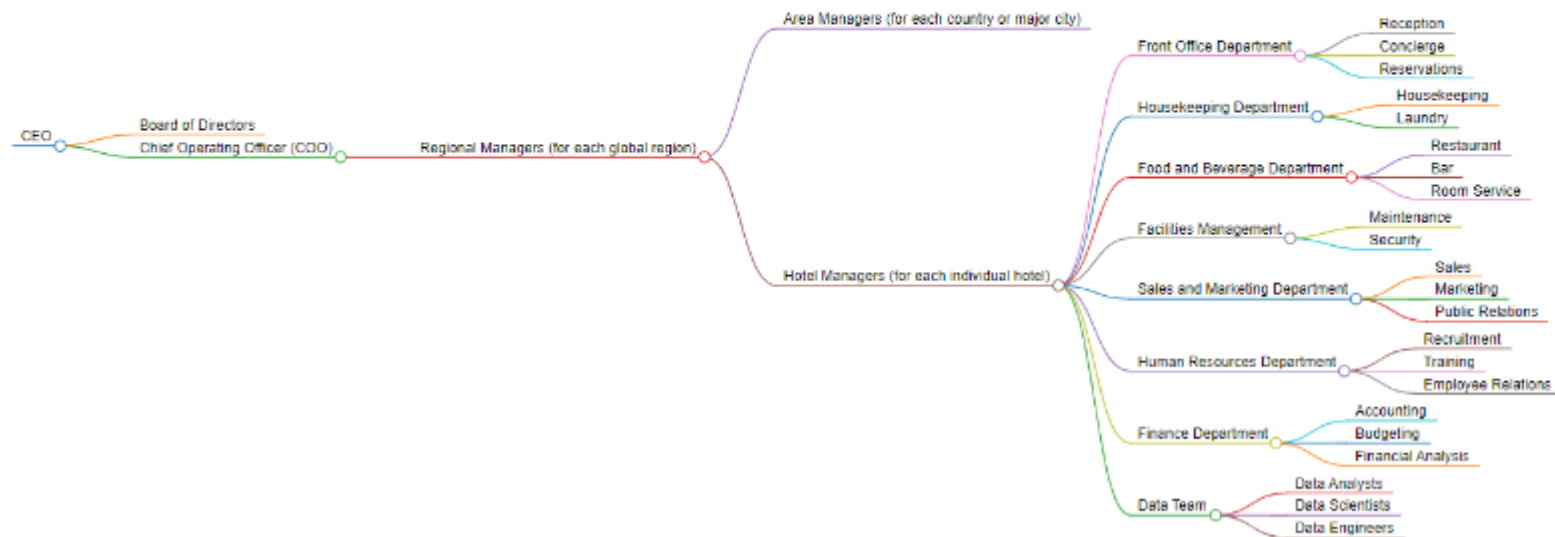
Factor	Definition
Amenities	The additional features and services provided by the hotel, such as gym facilities, swimming pools, or spa services.
Room Cleanliness	The level of cleanliness and tidiness are maintained in the guest rooms and common areas.
Room Layout	The arrangement and design of the room space, including the placement of furniture and overall room configuration.
Price	The cost of booking a room or availing hotel services influences the perceived value for the money spent.
Room Service	The efficiency and quality of services provided directly to the guest's room, including food, beverages, and more.
Value for Money	The perceived worthiness of the overall experience in relation to the price paid for accommodations and services.
Room Design	The aesthetic and functional aspects of the room's interior, including decor, lighting, and overall visual appeal.
Timeliness of Staff	The promptness and efficiency of hotel staff in responding to guest requests or providing necessary assistance.
Friendliness of Staff	The warmth, courtesy, and helpfulness exhibited by hotel staff towards guests.
Check-in/Check-out Experience	The efficiency and ease of the check-in and check-out processes, including any associated customer service.
Score	1: Very Unsatisfactory 2: Unsatisfactory 3: Neutral 4: Satisfactory 5: Very Satisfactory

Dashboard

This dashboard is designed to assist you in identifying and addressing potential issues and problems. Please take time to familiarize yourself with the dashboard.



Organization Structure



Deliverables & Submission:

 **IMPORTANT:** You can make assumptions to analyze this company

1. You need to create a **presentation (Google Slides)** for the management team and use this naming format:

[W1 MAY24] FSDA firstname_lastname intermediate

2. Please upload your Google Slides file in your Google Drive folder, then paste the link in the Assignment submission form before the deadline
3. You can use this assignment tracker to stay on track with managing your daily assignment progress. This will help ensure that you submit your assignments on time.

What you need to do

To make things easier for you, here's a checklist of what you need to do to successfully complete this intermediate assignment:

1. Familiarize yourself with the business background and context by reading the provided details above. Identify which information is related to your business problem.
2. To set clear expectations for each stakeholder's role in this project, you can state the **DARCI** (*Skillset: DARCI*)
3. For effective project execution, it's essential to communicate the **problem statement** using the **SMART** framework, ensuring everyone understands the specific problem you aim to solve. (*Skillset: Problem Statement*)
4. To gain clarity and set the goal of the project, please include the **objective** (*Skillset: Objective*)
5. Make sure we identify and eliminate the underlying cause by finding the **Root Cause** using the **Issue tree** (*Skillset: Root Causes*)

Reminder 🚩: In real life, a problem may have multiple root causes that might cause your issue tree might not be MECE. In this assignment more importantly you try your best to find the root cause, but emphasize that each branch is mutually exclusive (ME), meanwhile, it is not mandatory to be comprehensively exhaustive.

6. Based on the root causes identified in the issues tree, please generate hypotheses and identify the **top three hypotheses** that you believe should be **prioritized** (include the reasoning of prioritization). These hypotheses should address the **problem statement** and have the **greatest potential impact**. (*Skillset: Hypothesis*)

Reminder 🚩: While ideally, all root causes should be proven through hypothesis testing, Due to time and technical limitations, you are required to mention the top three hypotheses based on your own reasoning.

7. To test the hypotheses, propose at least **3 key actionable metrics** based on the hypotheses, and make sure you give the **reason why** you recommend those metrics. (*Skillset: Proposed Solution/Metrics*)

► Grading component Intermediate:

Take a moment to review whether your assignment result meets the grading components specified below, this will determine whether you **FAIL** or **PASS** your assignment

Skill set	Grading Criteria
1. DARCI	<ul style="list-style-type: none"> • (D) Decision Maker is only 1 AND Correct' top-level management as Decider (D) • (A) Accountable only 1 person • (R) Responsible is related to the problem • (C) Consultant is related to the problem • (I) Informed is related to the problem
2. Problem Statement & Objective	<ul style="list-style-type: none"> • Problem Statement using SMART • Objective answering the problem statement • Able to set objective
3. Root Causes	<ul style="list-style-type: none"> • Root Cause using Issue Tree as frameworks • Root Cause is Mutually Exclusive
4. Hypothesis & Prioritization	<ul style="list-style-type: none"> • Hypothesis based on root causes • Provide at least 3 prioritized hypotheses
5. Metrics recommendations	<ul style="list-style-type: none"> • Provide 3 actionable metrics • Metrics based on Hypothesis • Provide metrics with rational reason and clear