

# Business Case Interview: Head of Insights

## Purpose of the Case

This business case is designed to assess your ability to explore product usage data, extract actionable insights, and develop a thoughtful data and research strategy for a product initiative. It reflects the type of work you would engage in at Easygenerator, collaborating cross-functionally, influencing product decisions through data, and helping shape how we measure success.

## Case Structure

The case consists of **two parts**:

### Part 1: Exploratory Data Analysis & Insights

You will receive a sample dataset containing user-level and event-level product data. Your task is to explore the data and deliver a concise, insight-driven report.

#### *Your Objective*

Generate meaningful insights from the data that help answer product and business questions. You can structure your report as a slide deck, document, or notebook. Whatever you prefer, as long as it is clear and actionable. While you can take the case in whichever direction you want, here are some broad pointers:

- What drives engagement and retention
- How users experience the product
- Where the biggest opportunities for improvements are

#### *What We're Looking For*

- Clarity of thought and prioritization
- Ability to uncover actionable insights, not just summarize the data
- Strong communication of findings (visuals, summaries, recommendations)
- Curiosity and product sense

## Part 2: Data & Measurement Strategy for Product Launch

You will be given a short PRD (Product Requirements Document) describing an upcoming feature or product launch.

### *Your Objective*

Design a data strategy that will guide both the **pre-launch discovery phase** *and* **post-launch evaluation**.

### *What We're Looking For*

- Strategic thinking around metrics and validation
- Understanding of what “good” looks like for a product launch
- Familiarity with product analytics and insights best practices

## Logistics

- **Format:** Submit a short report or slide deck for each part (whichever best fits your style).
- **Questions:** There's some internal lingo and Easygenerator specific parts in the case. If you need clarification on anything in the case, don't hesitate to reach out over email and ask.
- **Tools:** You can use any tools (Excel, SQL, Python, etc.) you prefer.
- **Time Estimate:** We recommend spending no more than **3–5 hours** in total.
- **Deadline:** Please send your work at least 24 hours prior to the scheduled presentation time.