

A modern living room interior featuring a light grey sofa with red and white cushions. In front of the sofa is a low, round wooden coffee table with black legs, holding a teapot and a magazine. To the right, a wooden sideboard with cane-fronted cabinets holds a white lamp and a plant. A round mirror hangs on the orange accent wall. A wicker chair with a white blanket is in the foreground. The room is decorated with framed abstract art and a woven pendant lamp.

Pricing Business Case

Overview

Important facts before you start

- **Task 1** SQL
- **Task 2.1:** Technical
- **Task 2.2:** Business



Important facts before you start

Instructions

Once you receive this email, you will have **24h to submit** your results. You can use the software of your choosing for the analysis and to present your results. We value quality over quantity.

You will have two tasks to complete.

- 1) The first task is a SQL task
- 2) The second task is split in two parts:
 - a) A first part more technical based on github and python/pandas
 - b) A second one more business oriented.

Task 1

SQL

Input tables

bigquery-public-data.usa_names.usa_1910_2013

bigquery-public-data.samples.natality

Task:

- 1) Get access to input tables (Public datasets are stored for Free from BQ + 1st Terabyte of computational power is free of charge)
- 2) Is the last letter of the Name a good proxy for Gender?
- 3) Gender Mix development across years in USA.
What is the year with the highest % of Female names from 1920 until now?
Is there any peculiar development you may notice when looking at the share of Female Vs Male names?
- 4) What was the 4th most common male name in the 60's ?

The results will have to contain the SQL code and plot/histograms supporting your answers.

Task 2.1

Technical

Context:

An E-commerce company strategy to price on international markets was based on this input file "[Old_multiplier.csv](#)".

Such file contains **country multipliers** to set the prices of an item belonging to a category or sub-category in other countries.

Over time, the business decided to re evaluate the country multipliers with updated market prices from this input "[MarketPriceSampleCaseStudy.csv](#)".

Your task is to evaluate the new country multipliers and provide business insight on them.

The zip file provides two input files:

- 1) [MarketPriceSampleCaseStudy.csv](#)
- 2) [Old_multiplier.csv](#)

File 1) has all the information you need to evaluate the country multipliers.

Requirements:

- a) **Provide a table with the country multipliers for all countries keeping DE as the baseline:**

The country multiplier has to be evaluated at different granularity:

- i) Per category
- ii) Per sub_category

Task 2.2

Business

Once completed the technical task, we will like you to evaluate the business sense of changing the multipliers.

Question:

- 1) Given the differences between the “Old” and “New” multipliers;
 - a) Can you please reason what could be the drivers for these differences?
 - b) Given your reasoning above, why do you think Home24 decided to make this change? What are the benefits and pitfalls of this approach?
- 2) Please provide a concept suggestion with a list of broad strokes for a different approach on how to price articles across different countries.
- 3) Bonus Points on any additional thoughts on International Pricing for Furniture/Home Living Ecommerce.



Thanks!