

(SENIOR) DATA ANALYST@KORO – Case study

Task 1: Reporting

A new leader of marketing has joined the company, and their first request is an executive marketing dashboard that they can use to have an overview on all our marketing initiatives.

- a) Which views and key metrics should this dashboard include and how would you display them for a concise overview of our marketing performance?
- b) Which data sources are to be included for your approach? Are there any challenges around data availability & structures you can think of?
- c) How can you ensure the final design and formatting of this dashboard satisfies the reporting needs of the different marketing teams?

Task 2: Scaling Retail

KoRo has decided to reinforce its retail presence (i.e. at Rewe, DM) this year with a plan to turn it into a sizable revenue stream and we intend to utilise our broad online presence (B2C) to improve retail decisions. Specifically, the sales team wants to create a new standalone, pop-up display (=single carton filled with KoRo products only) for a sales push in summer. They have room for 10 SKUs and would like your guidance on which to choose.

- a) How would you try to approach this challenge? Which methodologies would you perform to establish that?
- b) Can you think of any offline data to include in this exercise?

Task 3: CLV prediction

As KoRo continues to grow and evolve, it's imperative that we enhance our methods for predicting Customer Lifetime Value (CLV). While our current approach relies on historical data and customer cohorts, the expanding scale and complexity of our operations demand a more sophisticated and robust methodology. Your task is to develop a comprehensive framework for predicting CLV that aligns with our company's growth trajectory and strategic objectives.

- a) Which data sets would you include in building this projection and why?
- b) Which quantitative and/or statistical methodologies would you use?