Senior Data Analyst (f/m/d)

We are thrilled to get to know you in the second personal interview and can very well envision welcoming you to the team! To get to know you a bit more from the professional side, you will find the task in this document.

Task 1: Go-To-Market Proposal

Introduction

Our Company has a Go-to-Market (GTM) team that is split into the following sub-teams:

- **Sales Development Representative (SDR)**: Qualifies incoming prospects and schedules a first meeting with an Account Executive.
- **Account Executive (AE)**: Aligns prospect needs with Our Company's solution and coordinates internal resources to close the first deal. From then on, maintains the commercial relationship with the Client for future upsells and renewals.
- **Sales Engineer (SE)**: Assists the AE with technical qualification and validation of the sale, including, product demonstrations, integration diagrams, and Proof of Concepts / Pilots.
- **Technical Account Manager**: Manages new client onboarding, specifically the initial technical integration and use case implementation. Assist with technical requests and technical issues.
- **Customer Success Management (CSM)**: Provides ongoing management of the Client after the initial sales for any non-sales related topics: supports the client in using Our Company, monitors product usage, adoption and knowledge, and helps the client grow and reach their goals.

This sheet contains a raw data export from Salesforce with all New Business opportunities created in 2022.
- The first tab contains opportunity-level data: owner, stage, close date,... etc.
- The second tab contains account-level data –firmographic information about the account from which we created an opportunity – the company's industry, company size, etc.

Our Company has three primary lead source channels:

- Inbound – Opportunities created from inbound inquiries via the Website
- Outbound – Opportunities created by AEs, reaching out to Prospects to generate interest
- Partner Referrals – Opportunities referred by our Partners who believe their Customers will benefit from using Our Company

The Sales team consists of 3 Regional Directors of Sales and their Account Executives:

- AEs 1, 2 and 3 fall under Director of Sales 1, who oversees the APAC territory
- AEs 4, 5, 6 and 7 fall under Director of Sales 2, who oversees the EMEA territory
- AEs 8, 9, 10, 11 and Misc. Rep fall under Director of Sales 3, who oversees the AMER territory
- Reps who are no longer in their seats are labelled "Misc. Rep"

Rep Performance: The VP of Sales would like to know how our **territories** and **AEs** performed last year.

Go-to-market Strategy: Our Company is about to close out Q1 2023 and begin planning for Q2 2023. We'd like to optimise our go-to-market message and tactics against the best performing segments of Prospects. Given the information provided,

where would you recommend we focus our resources next quarter and why? Which source and sales team or rep is performing and their trends ? please provide your in sights and capture the areas of improvement

Misc: Does this data inspire any other questions, observations or suggestions?

Task 2: Consumption Analysis

Introduction
Parts of our Business Model are based on a per-usage model. Here you will find an overview of our customer's consumption.

Please evaluate the sheet and deduct recommendations and growth potential for each customer, partner and channel.

How would you restructure the sheet, to make it more user-friendly? Please also create a dashboard with your key findings and KPIs.

If this data is inside any traditional database (ANSI SQL compliant), how would you break-down into data model:
1. What will be the dimensions of the dataset?
2. What will be the fact table and its SQL query to have faster results for the following need?: We would like to understand (list) the top 3 biggest downgrades of the usage for each month per channel (calls/text conversations) of customer ID with its partners. If there is no partner, it means that it is Parloa internal so please update the column as "Parloa". With this list, our customer success managers and partners can communicate with the customer if there is a problem about Parloa product.
3. Based on the #2 fact table, we would like to understand (list) the top 3 biggest usage improvements for each month per channel (calls/text conversations) of customer ID with its partners. If there is no partner, it means that it is Parloa internal so please update the column as "Parloa". With this list, we would like to investigate the possibilities of upselling.

Task 3: Department Roadmap

Working with the knowledge you currently have and your experience, how would you structure the first 90 days in your new role?

What will be milestones that you want to achieve? Which stakeholders will you involve?

Resources : you can use Google data studio, Sheets, powerbI, Google presentations, or any related tool of your choice.

General Information:

- You should spend no more than **3 hours** on the task.
- Answer the task in **English**

If you have any questions, feel free to reach out any time.