Wells Fargo Bank, NA

Enterprise Selection & Assessment

Wholesale\_Analytic Consultant 3 & 4

11-04-2016

Applicant Instructions

(Provide this page to the applicant)

**General Instructions**

* Developing and delivering presentations is important to performing this job. The purpose of this exercise is to consistently and carefully assess the relevant job skills for each applicant.
* You will develop your Oral Presentation based on the information provided below under “Presentation Scenario Description.”
* You are required to submit your Oral Presentation to the Administrator by the specified deadline. If your assessment is not received by the deadline, you will be removed from consideration.
* You will have 45 minutes to deliver your presentation to the assessor panel. Be sure to keep track of your own time and plan accordingly. After 45 minutes, you will be asked to conclude your Oral Presentation.
* The assessor panel may ask you questions during and/or at the conclusion of your presentation.

**Your Role and Task**

* You are an Analytic Consultant.
* A critical part of the Analytic Consultant job is to analyze data for trends and summarize your conclusions.
* Your Oral Presentation will NOT be evaluated for its compliance with company-specific policy.
* In addition to the delivery of the Oral Presentation, the quality of your presentation materials will be evaluated.

**Presentation Scenario Description**

* **Audience:** Senior marketing strategists
* **Topic:** Review the accompanying Excel file that contains financial data for the Fortune 500 companies. Conduct data analysis and prepare a presentation that describes and provides insight into this population.

Senior marketing strategists in Wholesale Banking want to better understand this set of firms. You can choose any one or a combination of the following software packages to conduct your data analysis: R, SAS, SQL, and/or Python.

* **Additional information:** Your presentation should be a short and succinct summary of your findings. You should turn in no more than 7 slides.