Data Challenges

Hi Candidate,

Thank you for your interest in our data positions. To help us understand you more, we would like to ask you to help demonstrate your abilities regarding the position we are looking for. There are three perspectives we would like to see; 1) business, 2) data, and 3) analytics.

Attached here in this e-mail is a supermarket dataset containing information about transactions. Data dictionary of the file is provided below.

Column	Description
SHOP_DATE	Date when shopping has been made. Date is specified in the yyyymmdd format
SHOP_HOUR	Hour slot of the shopping 0=00:00 …23=23:00 -00:59, 1=01:00 -23:59 -01:59,
BASKET_ID	Basket ID. All items in a basket share the same basket_id value.
CUST_CODE	Customer Code
STORE_CODE	Store Code
PROD_CODE	Product Code
QUANTITY	Number of items of the same product bought in this basket
SPEND	Spend associated to the items bought

Based on the dataset given,

1) What are interesting business questions? Why are the chosen questions important to be explored?
2) What analytics techniques, reports, or dashboards should be used to help solve the selected problems? Please walk us through the process in which you scrutinize the problem. Show us some results or insights.
3) How data are prepared or processed? Show us an interesting way to transform these data into insights.

Please do not spend too much effort on this. This merely means to help us better understand you better and take away any subjective evaluation out of the interview process. Once you finish with the preparation, let's schedule the interview. We will invite you to share what you have prepared. Please also show us your codes (SQL, R, Python, or any language). We would also want to say that we are not looking for perfect candidates who can excel all three areas (even though we hope we may find one). We want to know your strengths and area that we can help develop you as well. We are looking forward to hearing back from you soonest !!