

## -StrategyWise Analytics Case Study -

### Introduction-

StrategyWise has just partnered with Origami, a talent recruiting firm in need of optimizing their operations and marketing. You, as the Data Analyst/Machine Learning Specialist, are responsible for providing insights on how they can do so. Throughout your time working with Origami, you have received the attached data sets, and are now under a deadline of one week to complete your analysis and recommendation for the firm.

Please submit a one-page summary of findings and a brief outline of the methodology you used in the analysis. If selected, you will have the opportunity to present your analysis, visualizations, and recommendations in a presentation to the StrategyWise team.

### Company Overview-

Origami is a talent recruiting firm for companies across the South East United States. Based in Birmingham, they recruit in Alabama, Georgia, Florida, Louisiana, and South Carolina, looking for clients to work either a job in an office setting, or in a manual labor field. The company is led by a CEO and they have 6 recruiters who travel to different states recruiting. Clients looking for placement in jobs can either have the discounted membership that is \$5/month, or a premium membership that costs \$25/month. Both memberships include job placement, however, the premium membership includes basic educational materials ranging from basic skills such as typing to much more granular abilities such as personal finance.

The company makes money from both the clients they recruit to place in jobs and from the companies they send them to work for. The companies where the clients are sent pay a very minimal annual fee to use Origami for hiring. However, for every successful placement that Origami has (employee is retained for at least 6 months), Origami receives a bonus fee from that company. Therefore, it is extremely important that Origami is successful in its placements since that is the main source of revenue.

### Pain Points Mentioned by Origami's CEO-

- 1) "When we receive new clients, we don't know the likelihood of them being placed so we don't know who to prioritize sending to certain types of jobs."
- 2) "We don't know how much web traffic to anticipate."
- 3) "We don't know which clients are best suited for different types of jobs (Office or Manual Labor). We need to have a way to best determine this for incoming clients as well so we can maximize our time."
- 4) "Our capacity for territory expansion is fixed, but we don't really know the breakdown or segment of our clients."
- 5) "Our recruiters go out in teams of two for recruiting, however, with everyone's busy schedule we sometimes have to cancel interviews."
- 6) "We don't know how many discounted memberships and premium memberships we should be pushing through our marketing campaigns."
- 7) "We are having trouble compiling comments from the companies we send clients to so we don't know what they are saying. Is our feedback overall positive or negative? What issues should we prioritize?"



### Data Sets Provided -

The Excel document attached has four sheets consisting of the following:

- 1) Client Information
- 2) Subscription Demand and Capacity
- 3) Employee Schedule
- 4) Web Traffic
- 5) Descriptive statistics from a different project

This data is the training set of a full test set. We will use your models to see how well they predict the various outcomes.

### Deliverables Expected -

1. Run analyses on the data sets to provide decision support for the Origami leadership (Choose as many pain points as you can sufficiently cover in one week)
2. Perform a math check of the descriptive stats
3. Submit (by email) your summary of findings and brief methodology

### Questions –

The objective for the case study has purposely been left vague. We want to see what you can do and what insight you are able to provide. If you have any questions, please email us.

*Good Luck. We look forward to seeing your work...*

*-StrategyWise*