

BI Developer - Assessment

The objective of this exercise is to learn more about your problem-solving capabilities and your level of comfort in using data visualization tools to tell a compelling story. You will be assigned 10 mins during your panel discussion round, to present your sample work. For this presentation, **you are free to use either a prior work sample or the data set provided by us**, as long as you are confident that you will be able to meet the objective of this assessment.

Objective

In the presentation, we would be interested in listening to the thought process and the “why” behind your choice of visualizations. **What we are looking for:**

- The ability to engage with our team & tell a story
- An eye for aesthetically pleasing visual design
- Best practices & sophistication with dashboard design
- Clear articulation of the business question that you are trying to answer and how the built dashboard facilitates the users to get to that outcome.
- Demonstrate how you anticipate the users to interact with the dashboard

We look forward to seeing your work!

Sample Data Set

Download the sample data [here](#). (source: kaggle)

About the data: The dataset is for the last marketing campaign a bank performed to increase enrollment of its ‘Term Deposits’. The dataset can be used to identify the patterns that can help develop strategies to make future marketing campaigns more efficient. Below are the dataset attributes:

- **age:** client age
- **job:** type of job
- **marital:** marital status
- **education:** client education
- **default:** has credit in default?
- **balance:** Balance of the individual.
- **housing:** has a housing loan?
- **loan:** has a personal loan?
- **contact:** contact communication type
- **month:** last contact month of year
- **day:** last contact day of the week
- **duration:** last contact duration, in seconds (numeric).
- **campaign:** number of contacts performed during this campaign and for this client
- **pdays:** days passed by after the client was last contacted from a previous campaign
- **previous:** number of contacts performed before this campaign and for this client
- **poutcome:** outcome of the previous marketing campaign
- **deposit** - has the client subscribed a term deposit? This is the final desired outcome.

Visualize your Data

Please visualize the data by creating a dashboard within Tableau or any other BI tool. This exercise purposely lacks specific direction, allowing you the opportunity to think outside of the box. You are allowed to integrate other technologies or supplemental datasets to tell your story with the data. You are also allowed to use online forums for help or to learn new skills. However, the final work needs to be yours and representative of your abilities