

Instructions... and Advice (PLEASE READ THOROUGHLY and CAREFULLY!!)

1) This is a "Simulated Consult"

Pretend we are a client, you are on the team, and we (the client) are telling you what we need you to do for us.

That is advice rather than an explicit instruction. It's fine if you "break character" with us in this process, but the more you think of this as a realistic consulting situation (as opposed to thinking of it as an academic puzzle), the better we think you will do.

2) You Can be VERY Good at Power Pivot / Power BI and Still "Fail" This Test!

We want you to know, right up front, that only about 5% of candidates pass this test. It is NOT designed to test whether you are "good" at this stuff; *it tests whether you are obscenely good.*

Rob himself admits he probably wouldn't have passed it when he was 18 months into professional DAX work, and "all" he managed to do at that point was run the world's most popular website on the topic and write the most popular book.

So we do NOT want anyone being discouraged by "failing" this interview!!! You're in good company if you do.

3) With All of That Said...

Your mission is to take the [Power Pivot workbook](#), create the following report, and send it back to us:

Month When Customer Made First Purchase	Customers	Pct Who Returned Within 90 Days of First Purchase	Pct Who Returned Within Following 3 Months
Jul 01	146	97 %	
Aug 01	156	97 %	
Sep 01	146	97 %	
Oct 01	161	98 %	
Nov 01	169	96 %	
Dec 01	235	98 %	
Jan 02	188	97 %	
Feb 02	171	96 %	
Mar 02	199	97 %	
Apr 02	207	98 %	
May 02	214	94 %	
Jun 02	214	98 %	
Jul 02	253	97 %	
Aug 02	281	97 %	
Sep 02	198	99 %	
Oct 02	229	97 %	
Nov 02	193	97 %	
Dec 02	330	97 %	
Jan 03	244	97 %	
Feb 03	272	96 %	
Mar 03	272	97 %	
Apr 03	294	96 %	4 %
May 03	335	97 %	6 %
Jun 03	321	96 %	11 %
Jul 03	202	97 %	1 %
Aug 03	1,210	97 %	13 %
Sep 03	1,112	98 %	10 %

(Note that the workbook is in 2010 format but feel free to upgrade it to 2013/2016.)