**Backcountry Data Analysis Project**

Please be prepared to share your results / findings with a panel of Backcountry team members. Our expectations are for you to spend approximately 30 minutes present the results and allowing approximately 10 mins for follow-up questions.

Feel free to include any additional /external information you may have for your analysis although this is not expected and your analysis can be based solely on the data provided.

**Data included in One Drive**

<https://www.dropbox.com/sh/kfs19hoj6kuymji/AABkeZ3VGDNgrwzPmQkLgxQua?dl=0>

ghx\_Sales - sales data 30 days - order level with timestamp / last channel

ghx\_connections - connection data current connections with start time. Showing when customer became connected to a gearhead expert.

ghx\_visits - Site visit data for 75 days - shows visit data with timestamp, customer number and channel from which they visited

ghx\_contacts - contact data - phone and email from gearheads to and from customers

ghx\_customerprofile - Customer data include customer zip, city, state, customer tenure

**Questions to Answer / Review with BC**

* Customers often visit us in multiple ways (both through our website and via calls and emails with our gearhead sales team) prior to purchase. Considering this customer journey, how would you recommend attributing sales among the various channels?
* What method/s did you use for your attribution calculations?
* How should we treat off-line vs. online channels?
* Are there combinations of channels that yield better sales results?
* Given that some channels are considered high cost channels, how might this impact how one might invest resources in each channel?
* What other data might you use if available?
* How might you recommend shifting resources for high cost channels (e.g. geography or time of day)?

**Additional Info**

* Share code and other related material used in project
* Include a description in the process / software you used for your analysis?
* Background: our expert gearhead program (GHX) involves a group of customer service agents who provide expert advice by phone and email for select Backcountry customers. Once they "connect" with a customer (see the ghx\_connections file), this person is in their book of business and the gearhead makes commission off any future sales. We consider this program to be high-cost, similar to our other expensive marketing channels, like PLA. Phone and Email contacts (ghx\_contacts) are tracked in our CRM tool for each of these connections.

**Information Regarding Channels**

**Website high-cost Channels in visit data**

* + PLA
  + Display Media
  + Affiliate
  + Non-Branded Paid Search
  + Shopping Search
  + PLA

**Offline customer service channels (to be considered high cost) - inbound and outbound**

* + Phone
  + Email