

## Business Intelligence Case Study



### Role:

**Asset Management, Analytics and Insights  
Advisor, Associate**

### Welcome and Congratulations!

You have been selected for in-person interviews for a role in the Business Intelligence team.

We will be providing you with data sets for you to use as a case study. You will be given time to analyze the data prior to your interview, giving you the opportunity to create a presentation reflecting your findings.

There are no rules! (Other than you have to do all the work yourself). Exercise as much creativity as you see fit. Use as much external information or prior work examples as needed. Also, please feel free to ask us questions.

### Case Study

Analyze the data and deliver a thoughtful, actionable presentation to an audience of both analytic and non-analytic individuals.

### Interview Format

The interviews will be scheduled for one day and will take place with diverse business constituents (analytics, marketing, technology, etc.)

# BI Marketing Analytic Case Study:

## Background/Scenario:

Firm “X” is an asset manager whose primary business is providing asset management capabilities, chiefly through its mutual fund products. Firm X’s sales force periodically meets with Financial Advisors at various brokerage firms (also called intermediaries) located across the continental United States, Alaska, Puerto Rico and Hawaii.

## Data Description:

We are providing you with a dataset split into two files (Data 1.zip and Data 2.zip) to use as the basis of your analysis. Combine the files before beginning your analysis.

After combining the files, you will find the following data details: (1) Broker Code [variable: broker]: Each code represents an intermediary firm where the fund was sold; (2) City & State [variable: city]: Location of the intermediary firm’s city and state; (3) Territory [variable: territory]: Each territory is the responsibility of a single sales person—Prefix “I” denotes the “IBD” channel and “W” denotes the “Wirehouse” channel; (4) Fund Category [variable: fund\_category]: The Morning Star category of the fund that was sold; (5) Email [variable: email\_opened]: Indicates whether the office has opened any Firm “X” emails; (6) Digital events [variable: digitalevent\_attended]: Indicates whether anyone in the office has attended a webcast or videocast; (7) Sales engagement [variable: sales\_callormet]: Indicates whether Firm “X”’s sales person has met or called anyone in the office; (8) Firm “X” Sales [variable: client\_x\_sales]: Amount of funds sold at the specific intermediary by Firm “X”; (9) Total Sales [variable: global\_sales]: Total amount of funds sold (including those by Firm “X”) at that intermediary.

## Objective:

Your goal is to examine the data to provide insights that will help Firm “X” increase its flows and elevate market share. You are welcome to use any software tool that you are comfortable with, but Python is strongly preferred. You are expected to produce a 30-minute presentation and be able to walk a few of the interview panel members through your code, thought process and findings (upon their request). Please be prepared to answer questions.

## Case Study Evaluation Criteria:

There are no ‘right answers’ in this exercise. Rather, you will be evaluated based on:

- The logic and rationale of your approach
- Code efficiency and design (clear code commenting, etc.)
- Your strategic thinking
- In the absence of complete information, your use of heuristics
- Statistical and/or analytical techniques
- Creativity
- Presentation quality:
  - Visual appearance
  - Clarity of message
  - Presentation delivery