**Senior Product Analyst – Customer Analytics – Assessment**

This assessment will focus on your ability to derive business insights from raw data, as well as your ability to present technical analysis to non-technical Senior Management. You will be required to prepare a 20-minute presentation to discuss your findings, after which there will be an element of Q&A. Appended to this document you will find a glossary of key terms to guide you.

**Case Study**

Hostelworld is a data driven organisation and we are constantly striving to identify opportunities to use data in ways that would enable us to be more efficient. It has been suggested to us that using Customer Lifetime Value to support our decision making would be of great benefit to us. We would like to understand specifically what this measure is and how it could be used in our business.

Please use the attached dataset to prepare a presentation (4-5 slides max) suggesting how this metric might be utilised in our organisation. It would be useful to include cases where you think CLV could be used and how analytics could support those cases and also what you think may be the main drivers of CLV.

The data along with a data dictionary can be found in the Excel file.

Please direct any questions you may have to [claire.jordan@hostelworld.com](mailto:claire.jordan@hostelworld.com)