



# Fortuna Entertainment Group

## Business Analyst – Case Study



Assume that a gaming organization has attached tables in their database. These tables are provided to you in an excel file, along with a glossary of important definitions and KPIs.

Carefully inspect the data and solve the problems below. You are expected to examine the tables provided and fetch columns you need.

Turn in all the code that you write and clearly state any assumption that you make (if any).

You could use any software of your choice to perform the analysis.

If you are not using SQL for data wrangling, a pseudo SQL code of the same must be submitted as a part of the assignment.

### Problem 1: Customer Acquisition KPIs

Please provide your view on how new acquisition volumes are developing for 2021. Based on historical trends, comment where business should focus on increasing its customer base. Also, identify areas of opportunities, if any.

### Problem 2: Customer Lifetime Values

Calculate Customer LTVs and explain what it means for a business point of view.

### Problem 3: Customer Segmentation

Perform a customer Segmentation to understand

- who is buying from us ?
- who are our most valuable customers? Please come up with a process/algorithm to identify such customers.
- What are the ways in which we can increase “most valuable customers” group? Which KPIs/metrics you would look at while evaluating performance. (KPIs may be quantitative or qualitative but we need clear definition of them)