Data Analyst Solutions & Innovation – Case Study

You are free & encouraged to use any tools (programming languages, excel, AI) you deem useful to analyse the case.

Introduction to the Dataset

This dataset provides insight into Criteo's business performance across **different clients, markets, verticals, and segments**. It includes competitor activity and rough-estimated revenue loss attributed to competitor launches.

This dataset is semi-real, clients and revenue figures have been masked. The data hasn't been cleaned and some exploration should be needed before you find insights. There will be certain anomalies – feel free to drop them (with justification) & Feel free to highlight any data-quality issues you encountered and explain your next-step.

Columns in the Dataset:

1. **Month**: The timeframe (on a monthly basis) for each data point.

2. **Client id**: This is unique identifier for Criteo clients.

3. **Market**: The country where the activity took place.

4. **Vertical**: The industry category (e.g., "Home & Garden", "CE & Technology").

5. **Segment**: Client segments that are determined based on spend (e.g., "Small", "Extra-Small").

6. **Revenue (in Euros)**: Total revenue generated by Criteo for that client in that month

7. **Competitor Clicks**: The number of clicks attributed to competitors. This is **estimated data** based on UTMs, so it's indicative rather than precise.

8. **Criteo Clicks**: The number of clicks on Criteo campaigns for that client in that month. You can compare this with competitor clicks to understand relative market presence.

9. **Revenue Per Click**: The average cost that a client pays per Criteo click.

10. **Estimated Revenue Lost**: An estimation of how much revenue Criteo potentially lost due to competitor actions. **This estimate** is based on multiplying our Revenue per click by Competitor clicks. So it's a rough indication rather than precise

Objective:

Imagine that you are to be present to the CEO of Criteo on the topic of Competition, and the threat that we're facing from them. You should prepare a presentation of approximately 15-20 mins allowing for 10-15 minutes for questions – The case shouldn't take longer than 4-6 hours to prepare, and we really appreciate every minute you dedicate to it!

To help guide your presentation, it should cover the following areas:

- Show how the competitive threat has evolved over the analysis period. Choose *and justify* a metric that best represents that threat

- How does competition launches (competitor seen for the first time) evolve on Criteo over the analysis period?

- Identify Markets, Verticals, or Segments that are notably more threatened than average.

- Are there any clients we should pay particular attention too? If so, why?

- What recommendations do you have for the CEO for mitigating the competition threat?

- Design, at a high level, an alert system for our commercial teams when a competitor first appears on their client's account.

  - In 1 slide, outline: (a) the metrics you'd use, (b) the decision logic or thresholds, (c) the delivery channel & format of the alert, and (d) how you'd measure the alert's effectiveness.