



## ★ Shopper Hiring Problem

Download dataset set [here](#)

1

2

3

4

- **Context**

- In this simulated dataset, we have been running an A/B test on our shopper hiring funnel to see if initiating the required applicant background check earlier in the process would improve conversion rates. The theory is that shoppers will maintain their momentum and be more likely to start (and start more quickly) if the required pre-requisites are completed faster
- The background check costs us \$30 to complete. A shopper must both activate the prepaid debit card we mail to them (to use when paying for groceries purchased for our customers) and have successfully passed their background check to complete their first batch of orders. Completing the online orientation, however, is optional
- In this scenario, “success” for our shopper recruiting funnel is achieved if they complete their first batch (see “first\_batch\_completed\_date”)

- **Questions**

- Based on this data, what can we conclude at this point from the A/B test (in which we tried initiating the background check earlier in the hiring process for the treatment shoppers)? And how confident should we be in this conclusion?
- We'd like to know if this change is cost-effective. How should we think about the cost-effectiveness of this change? Please be as specific as you can here
- What other observations and recommendations do you have for us, based on this data? (for example, what else did you find that seems relevant, or what else would you want to test if we ran an additional experiment?)

- **Deliverables**

- Please summarize your findings and recommendations in approximately three slides aimed at a decision-making audience. You can include additional content in an appendix
- In addition, please attach any code and/or workbooks needed to show your work, so we can understand how you came to the conclusions you did

- **Final Note**

- If you are invited to interview on-site, you will present this deck to a small group of team members and answer questions about it

ANSWER - Please upload your file here (Max size: 50MB)

Current Answer: [ds\\_instacart\\_pdf.pdf](#)

Upload File