



Individual Assignment

Understanding Business Problems

Week 1, January 2023

Ichsan Maulana - Section Paris - Team 1

Intermediate Assignment

To Kickstart my journey in Data Analyst, this will be my first assignment to asses of the most important steps of analyzing data, Understanding Busniness Problems.



Business Background



You are a Data Analyst at a large company named XYZ Ltd that has a job description to provide insight about employees and management on how important HR strategy in order to have more productive employees. As a Data Analyst, your job is to analyze what changes they should make to their workplace in order to get most of their employees to stay

Important thing :

1. Problem Statement
2. Define the root cause
3. Set hypothesis

Note : analyzing data is important if you can access the data source and extracting the insight from data

Skillsets



1	DARCI
2	Problem Statement
3	Objective
4	Hypothesis
5	Proposed Soultion/Metrics

DARCI

Decision Maker	Accountable	Responsible	Counsulted	Informed
Chief Human Resources Officer	Head of Human Resources	HR Manager HR Analyst	Data Engineer HR Analyst	HR Team Data Engineer

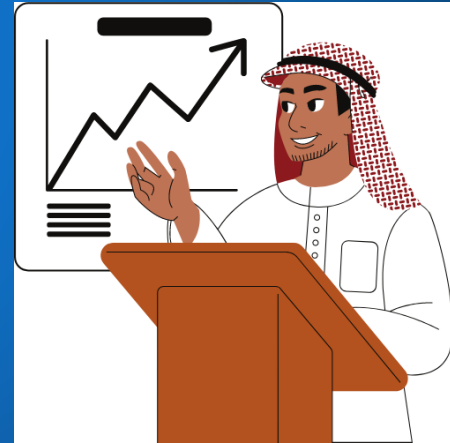
PROBLEM STATEMENT

How to reduce employees attrition rate
from 15% to 5%

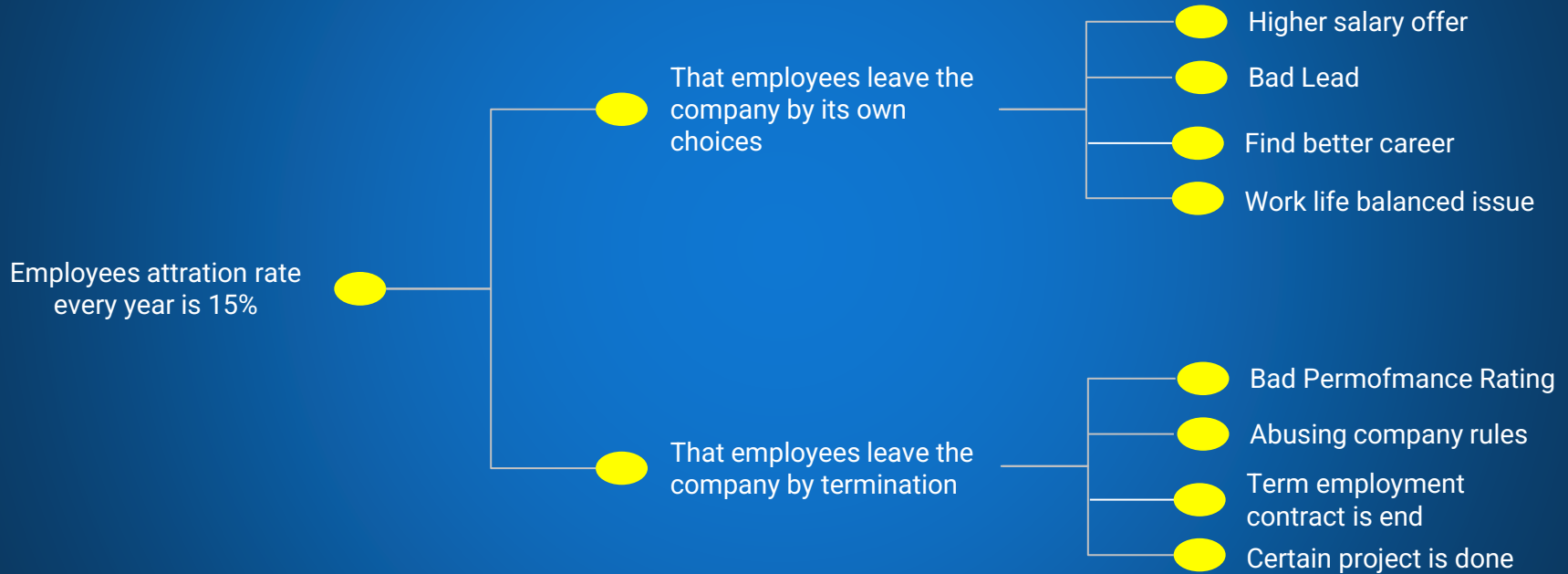


OBJECTIVE

How to increase employee retention
from 85% to 95%



Root Cause - Issue Tree



Hypothesis

Possible Root Cause	Hypothesis
Higher salary offer	If we can give a good benefit, employee retention rate will increase 10%
Bad Lead & Bad Performance Rating	If we can give more training to our lead and create a better environment, employee retention rate will increase 10%
Work life balanced issue	If we can create flexibility workplace, employee retention rate will increase 10%
Find Better Career	If we give training for providing his career, it will increase employee satisfaction and retention rate by 10%

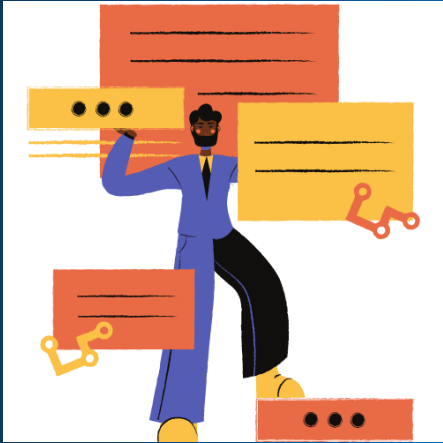
Hypothesis

Hypothesis	Prioritization
If we can give a good benefit, employee retention rate will increase 10%	High
If we can give more training to our lead and create a better environment, employee retention rate will increase 10%	High
If we can create flexibility workplace, employee retention rate will increase 10%	High

Key Metrics Recommendation

Metrics	Reason
Retention Rate	To monitor how many employee stay in the company
Turnover Rate	To see how many employee leave the company
Employee Satisfaction	To evaluate employee satisfaction
Absence Rate	To monitor attendance
Job satisfaction Rate	To evaluate job satisfaction based on project worked

Proposed Solution



We can consider to offer gift or benefits for employee for example merchandise or flexibility workplace as long as the project goals achieved for increasing Job Satisfaction rate purpose

We have to consider to give our employee training to increase Retention rate and provide career path

We have to review employee performance for permanent or extend contract if the project achieved

Advanced Assignment

This is an advanced assignment for week 1 which used to track application event



Brief Background

You've been hired to be data analyst in a ride -hailing company, Gojek. You will collaborate with a product or business team to define the right metrics for experimentations. Your manager requests you to dissect the metrics from the app event.

Important thing :

1. Define the triggers
2. Define event name
3. Define the metrics and example property values





Early Page

Triggers:

User click gojek icon on his smartphone.

Metrics/Data:

- Login date
- Daily application launch

Value:

Day : Month : Year

Hour : Minute : Second



Landing Page

Triggers:

User finished loading screen.

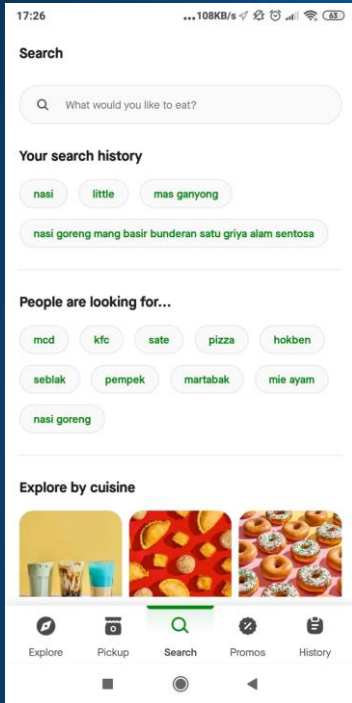
Notes : i use gofood service on this task

Metrics/Data:

- Login date
- Daily application launch
- Time on page
- Ads banner

Value:

- Location
- Search
- Recommendation
- Explore
- Promo
- Order



Search Page

Triggers:

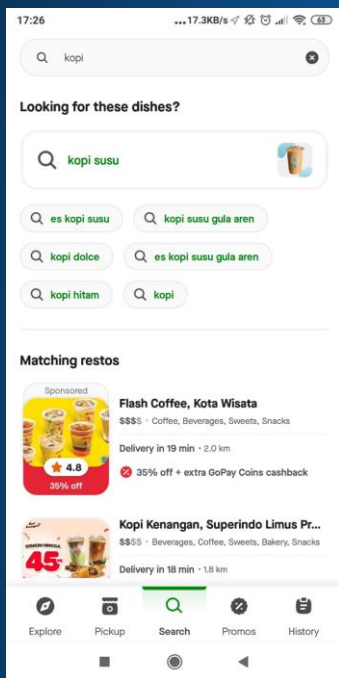
User click search various menu and restaurant

Metrics/Data:

- Template name
- Searching History

Value:

- Location
- History
- Recommendation



Search Results

Triggers:

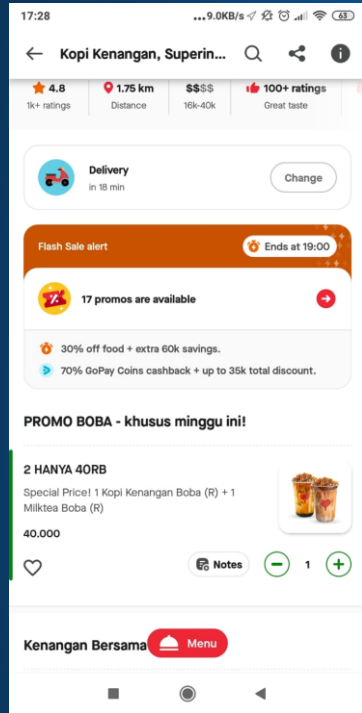
User determined what menu they want to search.

Metrics/Data:

- Time on page
- Searching History
- Scroll depth
- Merchant banner ads
- Template name

Value:

- Location
- History
- Recommendation
- Variant type of menu and restaurant



Add to Cart

Triggers:

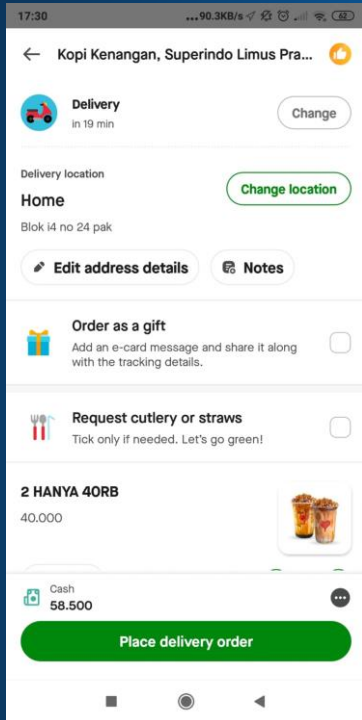
User click the menu and add to cart.

Metrics/Data:

- Amount
- Time on page
- Additional count
- Voucher

Value:

- Numbers
- Strings
- Hour : Minutes : Seconds



Order Confirmation

Triggers:

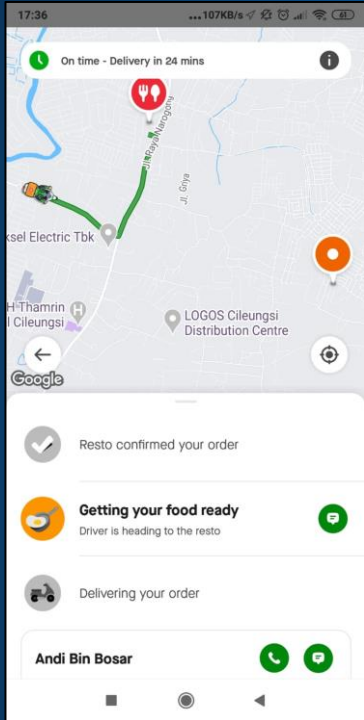
User click cart after fixed the order

Metrics/Data:

- Customer Location
- Payment Option
- Order Amount
- Promos apply
- Total payment

Value:

- Location Coordinate
- Strings
- GoPay, Cash
- Numbers of payment



Delivery Order

Triggers:

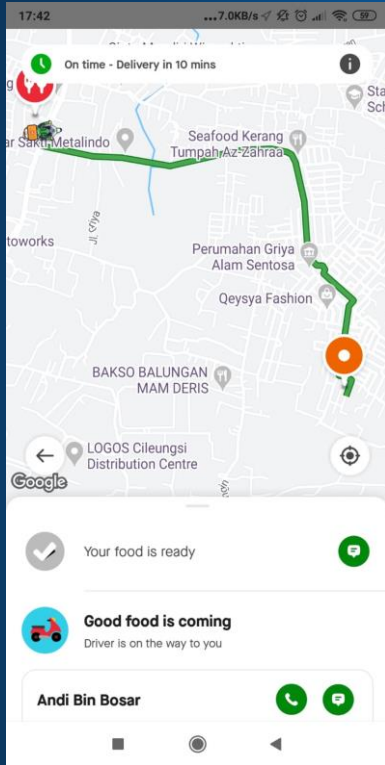
User click place the order.

Metrics/Data:

- MerchantLocation
- Pick up time
- Merchant Location

Value:

- Location Coordinate
- Hour : Minutes : Seconds



Delivery Time

Triggers:

Driver pick the order and deliver to user

Metrics/Data:

- Merchant Location
- Delivery Time
- User location

Value:

- Location Coordinate
- Hour : Minutes : Seconds

gofood
Food delivered

Today, 05:35 PM
Order F-1987177065

How was the driver?
(1 is disappointing, 5 is awesome)

★★★★★

Do you want to tip the driver?

Rp1.000 Rp2.500 Rp5.000
Rp10.000 Rp15.000 Rp20.000
Rp30.000

Yay! What did you like?

Item condition Communication
Driver's attitude Purchasing accuracy
Delivery time Eating location

Done

Order Arrived

Triggers:

Driver give order to user

Metrics/Data:

- Driver rate
- Tip amount
- Feedbacks
- Delivery Time

Value:

- Numbers of tip
- Abcd
- Hour : Minutes : Second



Thankyou for your attention

Merci pour votre attention

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