Background

Ready Set partners with clients to run multi-channel paid campaigns (Meta, TikTok, etc.). Our BI team provides insights both at individual client level and global trends that support Media Buying and Creative Strategy teams.

You are given a dataset containing campaign performance across 3 clients, 2 platforms, and several weeks of activity.

Your Task

Conduct an open-ended analysis based on any of the business cases listed below and show how you would approach it with the dataset provided. Clearly state your reasoning, the insights you would extract, and the recommendations you would make to the Media Buying and Creative Strategy teams.

Option A – Budget Optimization

One of the clients is concerned that their spend on TikTok is not delivering results comparable to Meta. How would you analyze this and advise them on reallocating or optimizing their budget?

Option B – Creative Effectiveness

Another client suspects that their campaigns are limited by creative fatigue. How would you test this hypothesis with the dataset, and what creative strategy would you recommend?

Option C – Cross-client Learnings

The BI team wants to extract cross-client/global learnings. What insights would you generate that could apply beyond one client, and how would you turn them into scalable recommendations?

Keep in mind that:

- You decide what metrics, methods, or frameworks are most relevant.

- You decide the best way to segment and compare clients, platforms, campaigns, or cohorts.

- You decide how to uncover key insights.

Deliverables

Prepare a case study report (max 5 slides/pages) that includes:

1. **Your Analysis Approach**: briefly explain how you approached the data: what you prioritized, what metrics you considered, and why.

2. **Key Findings**: highlight the most important insights you found.

3. **Strategic Recommendations**: suggest clear, actionable next steps for Media Buying and Creative Strategy teams.

4. **Visualization**: provide a Looker report to monitor this data in an ongoing dashboard.

Dataset Provided

File: bi_case_study_campaigns.csv

This dataset simulates **12 months of weekly campaign performance** for **3 clients** across **2 platforms (Meta & TikTok)**. Each client runs multiple campaigns, and each campaign is associated with a specific **ad concept** (creative type).

Evaluation Criteria

We are not testing just technical ability, but your ability to:

- Frame the problem: Did you identify the right things to measure?

- Generate insights: Did you find patterns and interpret results effectively?

- Tell a story: Is your report clear and compelling for business stakeholders?

- Think strategically: Are recommendations actionable and aligned with campaign goals?

- Adaptability: Did you choose appropriate methods without being told which to use?