

Case Interview Question

KP Insight

As KP Insight team members we provide analytics support to our clients and partners. You are informed of a new project and have to determine solution and analytics needed.

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Case Study

Client is an international retail company with stores around the world and a growing digital presence. They specialize in high-end apparel and fashion.

They have three core sales channels:

- i. High-end retail outlets in malls and city centers: This is the traditional customer touch point, although it has been shifting to more of a 'show' and 'event' capacity. Currently, this represents 60% of revenue.
- ii. Online: Currently this accounts for 40% of revenue with 30% annual revenue growth.
- iii. Mobile: Currently this accounts for 1-2% of revenue, but gaining accounts online.

Goal

Their management team wants to provide a seamless, engaging experience for their customers across these channels that:

- Increases sales both online and mobile
- Drives traffic to retail outlets
- Increases engagement and brand loyalty
- Enables social shopping Project Objectives

The client is currently launching a Loyalty program. They want to use the loyalty program to better understand their customer base, monitor engagement, and better target customers.

As part of this program, they would like to build a recommender capability that can target specific customers with promotions. The system will be incorporated into the online and mobile shopping channels and eventually used by retail sales associates, as well.

Potential Data Sources

- i. Mobile app data
- ii. Loyalty program profile
- iii. Transaction data
- iv. Clickstream data

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Outcomes

At the end of this session, we hope to have some of the basic elements to draft a proposal for this partner:

a. Problem Scope - What is the client/partner asking us to do?

- i. Business Value
- ii. Capabilities
- iii. Requirements

b. Project - How will we deliver the project?

- i. Assumptions
- ii. Required skills
- iii. Risks

c. Data Science & Machine learning Strategy

d. Proposed Solution - How do we intend to meet the client's/partner's needs?

- i. Conceptual Architecture (Very High Level)
- ii. Data Analysis & Science tools