

Overview

You will have received 3 datasets containing account, customer, and transaction level data. We are interested in understanding the process you take in answering the following questions. Please provide the answer and an explanation where applicable.

These questions are designed to test your critical thinking, logic, and problem solving skills. Please document your approach and present your findings as if you were presenting to an executive (non-technical) business partner. You can use any programming language you would like to complete the task.

Your Task

Use the data provided to answer the following questions:

1. We are planning to launch a new product focused on a specific merchant category (e.g. travel credit card). Which specific merchant category would you like to focus on for this new product? Please explain your rationale for this category incorporating both the insights derived from the data and other concepts where you see fit.
2. Identify and describe various segments of customers within the data. Consider applying segmenting/clustering techniques to aid in the development of your answer.
3. Of the segments that you created in question 2, which specific segment would you like to target for this new product? Why would you target them? What are the potential challenges/risks to consider when targeting this segment vs. others?

Approach

Outline your approach to answering the business case questions. Include all general assumptions and interpretations of the questions.

Executive Summary

Outline your key findings of your analysis.

Presentation of Findings (Question 1)

Use this slide to provide your answer – you may use visuals to enhance understanding of your analysis.

Presentation of Findings (Question 2)

Use this slide to provide your answer – you may use visuals to enhance understanding of your analysis.

Presentation of Findings (Question 3)

Use this slide to provide your answer – you may use visuals to enhance understanding of your analysis.