**Lidl Analytics – Analytics Case Study**

Dear applicant,

Thank you for your interest in Lidl Analytics. We want to make the best of your and our time. Therefore, we designed a short case study to help us get a better sense of your skills and capabilities and to facilitate an interesting discussion during a first conversation.

Please complete the case described below and send it back based on the instructions listed in the email you received. We will then review the case and decide whether to schedule a discussion as a next step.

If you have any questions, please do not hesitate to reach out.

***Case Study: Expanding our candy brand***

**Scenario**

The Lidl purchasing group wants to expand our candy offering. These are store brand candies that we sell along the brand offerings. The idea is to create a brand new product. The team is discussing various options at the moment.

Some prefer cookie-based sweets while others think that it should be gummies. The Divisional Director responsible for purchasing has decided to use a more data-driven approach. He contracted with a market research group to collect data on products in the market and their characteristics and customer sentiment.

The market research data is now available and it is your job to find out which product characteristics drive customer sentiment and subsequently make a recommendation on a new product.

**Data**

The data set is located (incl. a short description) here:

<https://github.com/fivethirtyeight/data/tree/master/candy-power-ranking>

The data set is provided by FiveThirtyEight under the Creative Commons Attribution 4.0 International license (<https://creativecommons.org/licenses/by/4.0/>)

**Deliverables**

1. **Presentation to the** **Head of purchasing** for sweets & candies:

Please prepare a **management summary presentation** (one or two slides – Powerpoint or similar) which contains your business recommendation. You have 5 minutes (10 minutes) as maximum for your presentation, recommendation and agreement of next steps.

1. **Presentation of your approach to the Director of Analytics International**:

Additionally, come prepared to discuss your **approach and code** with our recruiting team and Director of Analytics International.

All relevant materials – especially the management summary, the code and any results or outputs you want to discuss – must be submitted as per the email instructions.

You are free to employ any analytical approach, tool or language, as long as it can be reasonably reviewed and evaluated by our team.

Note

Your focus should be on the analytical approach, structuring of such a problem and its presentation to the decision makers. We want to understand your ability to turn a business problem into a Analytics approach and work it end-to-end. We also want to see you present your work and findings in an interactive discussion.