**MOCK SURVEY: GUIDELINES**

Thanks for your time in participating in this process!

You have been provided with three files:

* **A survey instrument:** This file contains the questionnaire that was fielded to a sample of over 4,000 consumers in the US.
* **A response matrix:** This file contains the collected responses for all questions in the instrument for all respondents, along with other data collected by the survey supplier (the instrument was fielded online)
* **An (incomplete) findings deck:** This file contains a one-slide PowerPoint presentation, which is intended to provide a guideline for the present exercise.

All the content you have been provided with is part of one of our recent studies, which is aimed at understanding and identifying specific trends and emerging demands in the US credit card market.

In this exercise we would like you to analyze the dataset and produce a deck (PPT presentation) in which you address the following hypotheses:

* “Revolving credit card payments is a recurrent financing alternative for US consumers, especially among those under tight financial conditions.”
* “Consumers would be attracted to card providers that allowed them flexibility to better manage their expenses.”
* “When consumers choose credit cards, they pay attention to a wide range of card features in addition to the interest rate.”

The audience for this presentation should be considered to be an owner of a small business. This makes them intelligent but not technically sophisticated. As such, results should be easy to understand at that level. In addition, results on demographic groups (results by gender, education, marital/family status, for example) that you find interesting should be included as well.

As mentioned earlier, you have been provided with a template that lays out the format in which we expect you to display your analysis. No more than 7 slides (not including the one we provided) is required, but all the statements you make should be supported by data shown in the deck (the deck should be self-contained). Please make sure to also send over the file with any calculations or graphs you include in your presentation (we generally use R scripts or Excel files, but scripts and notebooks in other format are welcome as well as long as they are open source). Keep in mind that you will be evaluated mostly by the presentation. Complicated analysis which yields nothing is unwelcomed.

Please submit your files to

* [smurray@pymnts.com](mailto:smurray@pymnts.com),
* [edidio@pymnts.com](mailto:edidio@pymnts.com),
* ptavella@pymnts.com
* [lvita@pymnts.com](mailto:lvita@pymnts.com),

Again, we appreciate your involvement in this exercise. Good luck!