

CreativePulse Media

Scenario:

You are interviewing for a **Data Analyst role** at "**CreativePulse Media**," a small but growing **B2B digital media agency** in Abuja. The agency specialises in **social media marketing, content creation, and digital advertising** for small and medium-sized businesses (SMBs).

The hiring manager has **never worked with a data analyst before** and is unsure how data analysis can improve business performance. Your task is to **demonstrate your value** by analysing a case study, outlining a data-driven approach, and pitching your role in the company.

Case Study:

CreativePulse Media has been struggling to show clear **ROI (Return on Investment)** to its clients. Some clients feel their digital campaigns are not delivering enough leads or engagement, and a few have **paused or canceled their contracts**. The company's leadership believes that better **data tracking, campaign analysis, and performance reporting** could help retain clients and improve service quality.

The hiring manager asks:

"How would you use data analysis to help CreativePulse Media retain clients and improve campaign performance?"

Task Instructions for Learners

1. **Analyse the Business Problem:**
 - o Why are clients leaving?
 - o What metrics should the agency track to measure success?
 - o How can data analysis help clients see value in digital campaigns?
2. **Develop a Data-Driven Approach:**
 - o Identify **3 key areas** where data analysis can improve decision-making (e.g., campaign optimisation, client reporting, audience insights).
 - o Suggest **specific data points** to track (e.g., click-through rate, engagement rate, lead conversion).
 - o Recommend **tools or dashboards** to simplify reporting.
3. **Pitch Your Role (5-Minute Presentation):**
 - o Clearly explain how **hiring a Data Analyst** will benefit the agency.
 - o Use simple, non-technical language.
 - o Show how **data storytelling** can convince clients to stay.
4. **Engage in Q&A (10 Minutes):**

- o The hiring manager will ask follow-up questions about your approach.
- o You must defend your ideas with logical reasoning and examples.