

Regional Expansion

Product Analytics Case Study

Hey, fellow analyst! And welcome to the next step of your adventure with Wise.

This technical case study round is designed to give you a chance to experience what it's like to work and solve problems at Wise. Here we want to test your ability to understand a new complex problem, your creativity and storytelling skills. For this reason the task is intentionally open-ended; it is up to you to decide how deep to go in order to solve this problem.

Task

At Wise, the Regional Expansion Tribe is responsible for ensuring we have localised product offerings in our existing markets and expanding into new markets, all while ensuring we maintain a very high bar for compliance. For this case study, we will be exploring an opportunity to launch a new currency route from MXN to USD allowing money to be sent from Mexican currency holders to USD bank accounts.

- 1. Demand estimation.** First things first, let's start with the understanding whether it's worth launching this route. Please propose relevant data / methodologies that could be used to estimate the demand for this route. Consider that you have access to all Wise Internal data.
- 2. Evaluating the launch.** Let's assume the route has been launched and we have some initial data on its usage (you can find the data [here](#)). Could you take a look at this data to generate insights?
 - a. Does the performance seem on track?
 - b. Are there any findings that would be valuable to share with the product team?

Data Glossary

Column	Description
event_name	Name of the transfer flow step event the user has been able to successfully complete.
dt	Event date

user_id	User unique identifier that performed the transfer
region	Region grouping of the residential country of the user
platform	Platform used by the user to perform the event
experience	Customer experience type when performing the transfer. New: When the customer is new to wise. Existing: When the customer has already performed transfers in the past.

What should you send us?

Please share a concise report / presentation with your findings.

We'd expect to receive back:

1. Your analysis report
2. Supporting code and documents (e.g. SQL code, Python notebooks, scripts...), as we'd like to understand how you arrived at your conclusions.

How do we evaluate the task?

We use the same criteria to assess the task that we used to assess our Product Analysts (you can find more on our analyst career map [here](#)). We'll be looking for:

1. **Structuring and Problem Solving:** In our work, we often encounter tasks that are not clearly defined. We encourage you to invest time in defining the problem and brainstorming ways to efficiently gather the necessary data points, employing the 80/20 approach to maximize impact with minimal effort.
2. **Actionable Insights:** In Product Analytics, our goal is to enable better decision-making. We expect your analysis to be practical and centered on the specific actions the product team should take.
3. **Effective Communication:** We value clear communication, and we encourage the use of appropriate data visualizations to effectively convey your findings.
4. **Code Quality:** We appreciate well-structured and readable code. Please ensure your code is easy to follow and understand for those reviewing it.