

Case Study

We have a sales team from each category that will focus on increasing the revenue coming from existing OLX sellers (OLX users that posted items for sale)

Sheet "B2C"

1. Show how we can prioritize which users should the Sales team approach first.
2. Show how we can bucket the classification of users based on the business they bring to OLX.
 - a. Using MS Excel Formulas (bottom-up approach)
 - b. Using VBA or pseudocode (bottom-up approach) to write the classification inside MS Excel
3. If we can divert manpower for each category to increase revenue, how much will the impact be if we divert it to one of the following:
 - a. Number of ads posted by each user
 - b. Number of buyers who viewed the ads
 - c. Number of buyers who initiated contact with the seller
 - d. Number of services that the seller purchased

Sheet "Retail"

1. Show how we can group the sellers based on their potential to sell more thru OLX and purchase more services
2. Make a decision on which group of users will be deprioritized and explain why.

Note: Leave all calculations and Excel formulas in the files

Technical Tasks

1. Show how we can bucket the classification of users in sheet "B2C" based on the business they bring to OLX.
Method:
 - a. Use VBA or pseudocode with any optimization algorithm (i.e. PSO, Genetic Algorithm, etc.)
 - b. Top-down approach - use a % of total number of sellers to determine the value of the parameters (i.e. 30% high, 10% upper-med, 20% lower-med, etc.)
 - b. The script should be written in a way that the user can easily change the % of total sellers per classification.
2. In sheet "Multiple Accounts", there are people who use multiple OLX User IDs which can be identified by the session IDs. Write an SQL code that will give the following output:
 - a. Primary OLX User ID - OLX User ID which has the highest Category 1 Ads then highest Category 2 Ads among the associated user IDs
 - b. Associated OLX User IDs - all the user IDs associated with the Primary User ID (including the primary user ID)
 - c. Total Category 1 Ads
 - d. Total Category 2 Ads

Note: There should be one entry per associated OLX User ID