

## Ibex Marketing Tool Specs (Interview Assignment)

**Goal:** Create a Marketing Tool for Ibex to view and export their Dealerships' Email Campaigns

This app is for our (imaginary) client brand, Ibex. They've requested a small marketing dashboard that allows them to see requested KPIs:

- Top five dealerships by earn
- Top five dealerships by customer base (count)
- Top five customers by spend paired with their dealer name
- Percentage total of qualifying customers with valid emails
- Total count of Ibex customers

They also requested a way to browse dealership data with their relevant information and stats. We'll need a checkbox or button of some sort to mark a dealer and their customers in the data store for sending the campaign emails. We've seen lots of malformed or missing data. We have another app to correct the data, but it would be useful for our client to see which dealerships have problematic or incomplete information. We also need to add CSV export in the app for a summary of the following:

1. Dealership ID
2. Dealership Name
3. Qualifying Customers
4. Qualifying Customers with Emails
5. % with Emails

And a CSV export for a distinct list of customers

We're leveraging the data from another application for this project. The data is split into three files, dealerships, customers and customer sales. This data should be all relational. Grab them from the following endpoints:

distinct dealership sciusa url  
distinct customers sciusa url  
customer sales sciusa url

*Assume the data in these files will change monthly, but the structure will remain the same.*

Notes:

- Feel free to use whichever languages/frameworks/libraries that you're comfortable with. If you need anything clarified, you can reach out to [ptrawick@sciusa.com](mailto:ptrawick@sciusa.com)
- This should be a small full-stack application (backend, frontend, data store)
- We're looking at the project holistically, we don't expect perfection, but attention to detail and data is important.
- Consider this a client facing application, not an internal tool.
- Do not worry about sending emails, we just need them marked in whatever data store you use for a hypothetical CRON script to look at to send the emails on an external schedule.