

Data Analyst Task - SB

Attached is an excel spreadsheet with two tabs of artificial data for Gifting.

Sheet 1 - Orders (Information on gifting orders)

Sheet 2 - Users (Information on Gift ordering users)

Please put together a quick presentation (No more than 10 slides) with 3 recommendations for growth to be delivered to the management team.

Please consider the audience and the visual nature of the presentation.

Here are some clarifying notes on the excel document for your reference:

- Upsell price - the price of the gift in question.
- Has relationship - a gift attached is being given to a user that has attached a relationship to the receiver, i.e saying this gift is for an Auntie.
- Trialler - Someone in their trial period.
- Life Time Credits Used - How many purchases (1 credit = 1 purchase) someone has made.
- Credit Balance - How many credits a user has in their account (people can buy credits for future purposes).

Should you have any questions feel free to drop an email to:

josh.dawson@simplybusiness.co.uk

amanda.monteforte@simplybusiness.com

Good Luck!