# Data analyst take-home challenge

Finder awards is Finder’s annual event of recognising Australia’s best products and innovations. The following table is a hypothetical result of a satisfaction survey following the event.

Total respondents: 250 (226 nominees, 16 finder crew, 8 others)

|  |  | **Much less than expected** | **Less than expected** | **Matched expectation** | **Exceeded expectations** | **Greatly exceeded expectations** |
| --- | --- | --- | --- | --- | --- | --- |
| **Award night** | **Parking** | 15 | 52 | 48 | 85 | 50 |
| **Venue location** | 5 | 5 | 45 | 105 | 90 |
| **Seating** | 25 | 35 | 115 | 30 | 45 |
| **Host** | 19 | 10 | 26 | 35 | 160 |
| **Entertainment** | 30 | 22 | 98 | 34 | 66 |
| **Food** | 0 | 11 | 24 | 60 | 155 |
| **Wait staff** | 0 | 41 | 54 | 80 | 75 |
| **Other** | **Entry cost** | 76 | 48 | 46 | 45 | 35 |
| **Event communication** | 10 | 15 | 16 | 104 | 105 |
| **PR package for winner** | 2 | 58 | 58 | 116 | 16 |

Open-ended comments in survey

* Everything is okay
* Great food
* The program could be sped up a bit
* Hire more wait staff
* Great!
* Seats too small
* Go Finder!
* Music could be better
* Seats could be more comfortable
* Considering how long we were there, we need nicer seats
* Program overpriced
* No complaints
* Dirty bathroom
* A bit crowded
* Could winners be notified ahead of time, for attendance planning?
* Love the new winner logo

Please answer the following questions

1. Analyse the data and present your conclusion with explanation of what strategy was used and why.
2. How could the survey have been more useful?
3. What would be your recommended next step?