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Business Analyst Challenge - Q4 2022

CONTEXT

The commercial real estate industry is stuck in the past. Companies are shifting toward workplace flexibility, and mandatory, long-term leases with an antiquated search process no longer fit their needs. Codi is solving this problem with flexible workspaces built for the way people work today. With easy move-ins, turnkey office spaces, and flexible lease terms, every company can find an office space where their team can thrive.

THE CHALLENGE

We use several financial metrics at Codi to evaluate the performance of our business, one of which is **total contract value**. Put simply, the TCV represents the full value of a customer's contract across an agreed-upon term, inclusive of all recurring revenue and one-time fees. We have two types of contracts: recurring (known internally as long-term plans or LTPs) and nonrecurring (known as short-term bookings or STBs). *(Note: The date a contract is signed is used to determine which month to attribute LTP for the first term and subsequent terms use the renewed contract start date, whereas the start date is always used for STBs.)* We also include add-on revenue in our TCV calculation, which can be either one-time or recurring.

Prompt: Using the following example data (spreadsheet format or SQL format), present an analysis of our total contract value, including 2022 YTD performance (through Q3) as well as a projection through 2024. In your analysis, consider breaking TCV down in the following ways:

- by month and/or quarter
- by new customer TCV vs. existing customer TCV
- by revenue type (LTP, STB, or add-on)

FORMAT

Please limit your work to 2 hours.

You will have 30 minutes to present your findings to the team. Please be prepared to explain your decisions.

In your presentation, please address the following topics (the time in brackets represents roughly how much time you should spend talking about each topic):

1. Tell us about yourself (i.e. who you are, what you've done, what you're passionate about) [5 minutes]
2. How you approached the analysis [5 minutes]

3. Your findings [10 minutes]
4. Any potential gaps in your analysis [5 minutes]
5. Q&A [any remaining time]

Keep in mind there isn't a correct or incorrect way to present this analysis. Ultimately, we want to assess your ability to take a dataset, analyze it, and present your findings to a group of both technical and nontechnical colleagues.

Use whatever presentation tool (e.g. Keynote, PowerPoint, Google Slides, etc.) you feel most comfortable with.

Example TCV calculation for long term plans:

Plan 1
contract signed date: 2/1/2022
term length: 6 months
amount monthly: $1,000
renews automatically: true

Plan 2
contract signed date: 2/1/2022
term length: 3 months
amount monthly: $1,000
renews automatically: true

Month	TCV
1/2022	$0
2/2022	$9,000
3/2022	$0
4/2022	$0
5/2022	$3,000
6/2022	$0
7/2022	$0
8/2022	$9,000