CRITEO

Analytics Case Study 2025

Criteo advertises to billions of people across the world each month. This provides the Analytics team with mountains of data to analyze, which we use to inform our internal strategy and make recommendations to our clients. Imagine it is January 1st, 2025, and you are presented with the attached data. Can you help put together a PowerPoint presentation and answer the questions below?

Questions:

1. We are trying to assess how much the Brazil (BR) market is exposed to its top clients. How many clients are needed to make up 40% of Brazil's clicks in 2024?

2. What is the impact of the holiday sales period on the fashion industry? How does user behavior change during this time? (Pick a country of your choice)

3. How much client revenue will we generate for our US advertisers in Q1 2025? Present your methodology.

4. What would your advice to the Criteo leadership be for 2025?

Guidelines:

The exercise shouldn't take more than 2-4 hours. Feel free to use whatever tools you would like to perform your analysis and to be creative in your analysis and recommendations. We will ask you to present your findings to a panel of fellow analyst and/or commercial stakeholder where the team will dig into your approach, ask follow-up questions, and look for your insight on the data.

Do not hesitate to reach out with clarifying questions!

Disclaimer: *Figures have been randomized for this case study and do not reflect real values. Datasets have been restricted to a sample of advertisers.*

Glossary:

- **Advertiser Data**: performance data for our clients driven by Criteo campaigns.
- **User Data**: aggregated user trends from our client website traffic.
- **Holiday sales period**: November and December (months 11 and 12).