Go.com Application Exercise

New datasets are being created every day and our client base need to incorporate them to remain competitive. YipitData is the 110+ person data team for 185 of the largest institutional investors in the world. We identify, compliance screen, license, clean, and analyze alternative datasets to help investors answer their key questions with actionable insights.

The purpose of this assignment is to gauge your ability to analyze a dataset and express your findings clearly and concisely. Please use the following parameters:

Assume that go.com is a fictional publicly traded ecommerce company that sells goods across three websites: cars.go.com (which sells cars), boats.go.com (which sells boats), and planes.go.com (which sells planes).

Assume it is April 2015 and Go.com is about to report their financial results for their most recent quarter (1Q15, ended on March 31, 2015).

Assume that by collecting data from go.com's three websites, we've been able to come up with very accurate estimates for what Go.com will report for 1q15 revenue.

The attached Excel workbook contains a) the daily revenue data that we've collected from Go.com's three websites for 1Q15 (this is on the sales data tab, each row represents total revenue earned by a particular site for that day) and b) the company reported data for the last five quarters for both revenue and profit (historical data tab)

Based on this 1q15 revenue data and the historical data, your assignment is to come up with an estimate for what Go.com will report as their 1q15 profit. In your response, please include both your 1q15 profit estimate and a short description of how you arrived at that estimate. Please note any data irregularities that you find.