

Building the #1 global school

Case Study

Senior Data Analyst

Duration: 25 minutes presentation + 20 minutes Q&A



Our vision

Unlock the full potential

of every student for a self-determined future.



Our mission



Building the #1 global school

GoStudent fundamentals



In GoStudent we trust

We trust in our vision and our people. By unlocking the full potential of every student, we deliver true value.



Work hard, play hard

We love to celebrate successes together, motivate and inspire each other.



Be fast or be last

We decide and execute with high speed, no complications and without politics!



Productive as fuck

We get things done and quickly put ideas into action. We are team players and always think about common success instead of ego trips.



Be bold

We are provocative and revolutionary. By always questioning the status quo we enable ourselves to do things differently and are always open for new inputs.

The Costumer Journey

A user **sees an ad** on Google or Social Media. They click on it and land on our landing page where they leave their contact details.



The sales representative searches for **the right tutor** and organizes the trial session. The session takes place.



The lead is assigned to a sales representative, via HubSpot CRM. The sales representative calls the lead to **organize a free trial session**.



The real experience can now begin!

The sales representative calls the lead to **sell a subscription** of 6, 12 or 24 months. The new customer is assigned to a Customer Success agent.



They receive the link to an online quiz to assess his/her skills. If they **reach 80%** he/she is invited to a group interview.



If the **trial session is successful**

and the customer buys a subscription, the tutor has won a regular customer.



A user **sees an ad** on Google or Social Media. They click on it and land on our landing page where they leave their contact details.

If they pass the interview, he/she attends an onboarding session with an exam at the end and then he/she **is ready for their first trial session!**

Scheduling more trial session availabilities signals desire for more regular students – the more trial sessions, the **more regular students** are ultimately won.

The Tutor Journey

Senior Data Analyst – Case Study

At GoStudent, we work passionately every day to fulfill our mission in building the #1 global school!

Headquartered in Vienna and founded in 2016, Gostudent is the leading, scale-up, venture-backed Edtech platform. With +591M€ raised from national and international investors we're growing at 20 percent MoM and aiming for 5x-10x growth within our international markets in the next 12 months!

At GoStudent data is at the heart of decision-making. In acquisition data is used to understand the performance of marketing campaigns and channels and to drive optimisation of our spend as well as efficiency of sales processes. We aim to maximise value of marketing spend through delivery high-quality data in user-friendly self-service dashboards as well as quantitative analysis and testing.

As a Senior Data Analyst in Acquisition squad, you would primarily interact with media and sales teams alongside fellow Data Engineers, Data Scientists and other Data Analysts. A key skill is to be able to dive into data, spot trends, find anomalies and turn insights into actions. Then present this in a clear and concise way tailored to the audience.

We are also responsible for analysing tests that we run in acquisition area. This includes giving consulting services regarding statistics and the setup of tests for those who wants to estimate incremental effect of changes in strategy as well as delivering and interpreting test outcomes.

This assignment is designed to give you a glimpse of some of the challenges you will be facing in this role. Please be aware there are no perfect solutions - for us, it's more important to see how you find solutions, process your ideas, structure your thoughts and how you make your decision paths. Good luck!

Expected output is a report provided as a PDF or presentation containing answers to the stated questions, visualisations, and descriptions, supporting your answers along with a description of your approach to the task. Aim to provide a report that you would have also used to present the analysis to your stakeholders.

Note: The data provided is a generated sample which doesn't represent actual GoStudent performance metrics.

Senior Data Analyst – Case Study

Dataset description:

You are provided with 6 csv files, containing following columns:

contact_id - unique identifier of a sales lead

create_date - timestamp of lead creation

marketing_source - marketing channel, to which lead was attributed

known_city - equals 1, if city of a lead is known, 0 otherwise

message_length - number of characters in message on lead submit form

test_flag - indicator of test group

marketing_costs - total Eur spent on advertising monthly

total_sales_costs - total monthly sales costs

trial_costs - total monthly trial costs

call_attempts - total amount of call attempts

total_call_duration - total duration of reached calls in minutes

calls_30 - total amount of reached calls with duration, longer than 30 seconds

trial_booked - equals 1, if trial session was booked

trial_date - date of trial session

customer_date - date of contract purchase

purchase_timestamp - timestamp of a purchase

contract_length - length of a contract in months

avg_clv - average estimated lifetime value of a customer

Senior Data Analyst – Case Study

In the provided datasets you will find several important metrics, that could be used for understanding of marketing channel performance as well as efficiency of sales teams. The data contains information about one market. We would like you to perform a deep dive into this data using the tools of your choice and address each of the following questions:

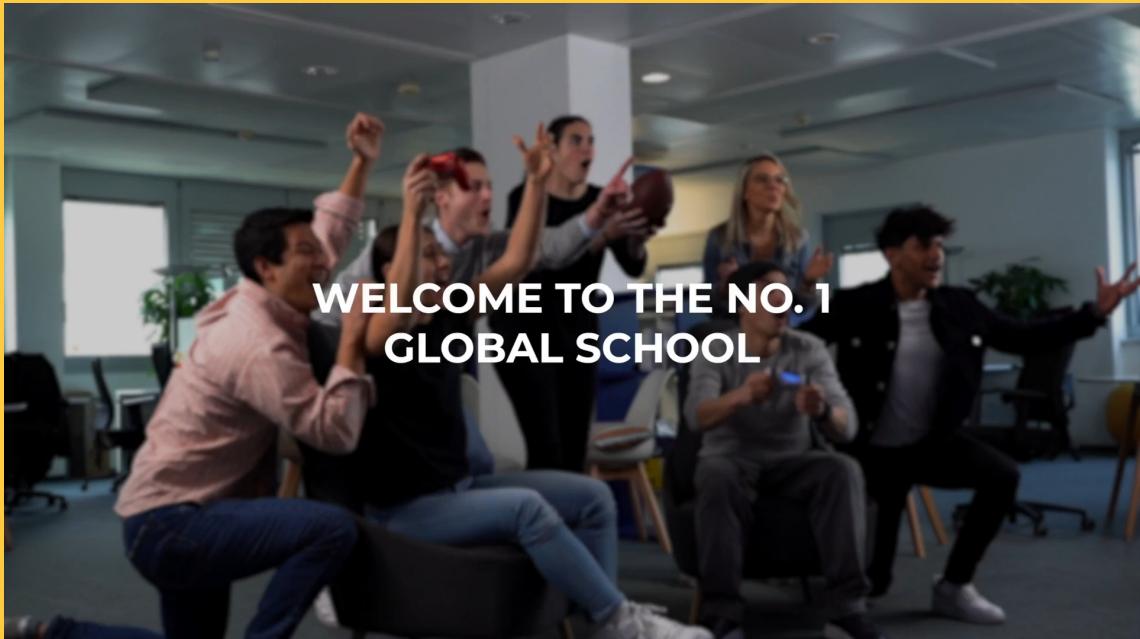
1. Give an overview of entire market's performance development and development of performance for different marketing sources. Please prepare 3-5 charts and summarize the most important findings:
 - A. Which KPIs would you choose to measure performance and why?
 - B. How profitable is this investment overall? Which marketing source is the most profitable?
 - C. How would you assess the development of the quality of leads in terms of likelihood of becoming a customer
 - D. How would you describe sales efficiency development in the given period of time?
 - E. Marketing stakeholders have an opportunity to increase investment for the upcoming months. What is your advice in which channel to invest and why?

2. During given period of time sales team was running A/B test with the hypothesis, that active pitching of trial sessions has a positive impact on lead-2-customer conversion rate. Please provide measurement of the test and answer following questions:
 - A. Would you accept or reject hypothesis based on test data?
 - B. What is probability that your conclusion doesn't reflect reality?
 - C. Should sales team roll it out globally?
 - D. What would be your recommendations for future test setups?

Good luck with the challenge!



GoStudent



**WELCOME TO THE NO. 1
GLOBAL SCHOOL**



Further questions?



**Let's just get in touch!
Our team is always happy to help!**