Generate insights for Marketing Intelligence

Data Analyst, Marketing Intelligence (R0001921)

1. Introduction

As an analyst in the marketing intelligence team, you are the go-to person when it comes to measuring marketing campaigns and gaining insights from our internal data. In this work sample, you have two typical scenarios you might encounter. First, analyse high-level campaign data to summarize business development and come up with some key insights for marketing. Second, dig through some raw data and lookout for anomalies and trends.

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!

2. Marketing campaigns

Have a look at the data included in the marketing campaigns dataset and import it into a tool of your choice for analysis and visualization. The data contains weekly information about different online marketing campaigns in one market.

a) Give an overview of entire market's development and the different campaigns. Please prepare 3-5 charts and summarize the most important findings.

b) How would you assess the development of the quality of traffic, e.g. in terms of revenue per visitor. How is the overall development and how does each campaign evolve?

c) You are talking with the responsible business developer for the market who wants to spend an additional 250€ per week from week 31 onwards. Please help him out with the following questions:
   - What is your advice in which campaign to invest and why?
   - How do you expect this to impact the overall performance in the market from week 31 onwards?

3. Session data

From our server logs, you can access the raw session data, that contains information about single visits to our website (= sessions). A click out is logged whenever a user clicks on a hotel and is redirected to the booking page. The booking field is binary and indicates if a hotel booking was logged after one of the click outs. Have a look at the data and check if there is any connection between the booking data and other given information. Feel free to formulate hypothesis based on your findings.

4. Deliverables

Please submit via the link in the email. Upload your files in a zip folder.

4.1 Your choice: PPT, PDF, Python, Tableau, Excel, HTML, ZIP

Please include your answers to both tasks

4.2 Notebook with your code

If necessary and not already included in the first deliverable.

5. About trivago n.v.

Our team of over 1,000 creative and driven entrepreneurs, from all corners of the globe, wake up every day to build a hotel search that is straightforward, fast and unbiased.

After years of testing, iteration and development, trivago has developed into a powerful global brand inspired by a transparent and authentic culture, which impacts the quality and efficiency of our daily execution. Our Mission is to be:

the traveler's first and independent source of information for finding the ideal hotel at the lowest rate

For us, it's all about reshaping the way travelers search for and compare hotels. Simultaneously, we are focused on enabling hotel advertisers to grow their businesses by providing access to a broad audience of travelers.

Life at trivago is…

- The belief that factual proof, not seniority, determines which path to take.

- Self-determined working hours based on measuring productivity through goals rather than number of hours spent in the office.

- Being supported in all your needs, including relocation assistance and language classes for international arrivals.

- The freedom to embrace small-scale failures as a path to large-scale success.

- The opportunity to develop personally and professionally with regular free workshops, seminars, sports and activities.

- The ability to push your ideas through to execution without being held back by bureaucracy.

- Working at our head office in Düsseldorf, a city boasting the 6th highest quality of life in the world for expats.

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