

## Growth Analyst UK Case Study

### Interview set-up:

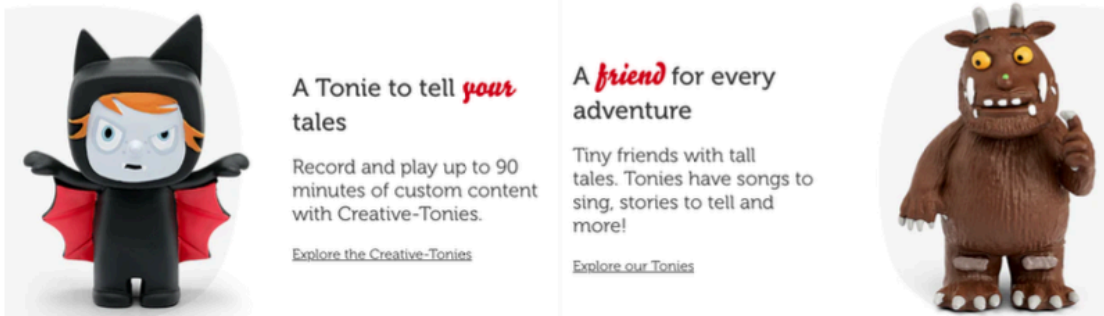
- Structure of the interview:
  - Short introductions from both sides [10min]
  - Hand over to you to start presenting and discussing the Case [30min], don't plan more than 15min for the presentation without questions from our side
  - Business Question from our side to have a conversation with you about possible solutions and next steps (nothing to prepare from your side) [10min]
  - Clarify open questions from your side [10min]
- Your counterparts during the interview will be Marketing and Data Leads

*We do not expect you to have perfect answers to every requirement, but we do want to understand your thought process, so let us know how and why you are thinking of a solution. We also might push back or probe on how you approached a problem, just to get to know you better and understand how you might handle feedback or counter-points.*

*Feel free to take assumptions wherever needed.*

## Case: Product Test

We have a dataset named “growth\_analyst\_dataset.xlsx” (attached to your mail). The dataset shows a sample of playback data for [creative tonies](#) and [content tonies](#).



#	Column	Desc
0	TB_MAC_ID	(unique) Toniebox ID
1	TONIE_PTR_ID	(unique) Tonie ID
2	PLAY_SECONDS	Duration of play
3	PLAY_DATE	Date of play
4	PLAY_START_HOUR_LT	Hour of play in local time (LT)
5	TB_ACT_DATE	Date toniebox was first used
6	TONIE_PRODKEY	Tonie figure ID (e.g. <a href="#">H72G50001</a> )
7	TONIE_TYPE	Content or Creative (as linked above)
8	TONIE_DOWNLOAD_DATE	Date tonie was first played
9	ACTIVATED_ON_THIS_BOX	bool. 0 = borrowed tonie. 1 = owned tonie
10	CONTENT_TYPE	Type of content assigned to creative-tonie

The Retention Growth Manager is trying to figure out what drives long-term retention to keep playing the toniebox. Also if promoting sharing tonies (with other families) is good for customer LTV. For this the Growth Manager wants to know:

- Is the number of tonie figures, number of minutes played, or certain tonies figures a good indicator of long-term retention (to play)?
- Do customers that played a borrowed tonie, still buy as many tonies as other customers over their lifetime?

**Deliverable:** Please share your working documents in advance so that we can have a look into it and present your results (PDF, powerpoint or similar) during the interview itself.