

The Case!

The core question we are tasking you to answer

What are the drivers for the optimal client relationship - high Net Promoter Score and larger revenues?

Are these the same or different?

The data we are providing you

You will receive multiple data sets on an anonymized sample of companies

Account	Sentiment	Sales	Configuration
<ul style="list-style-type: none">● Annual Recurring Rev*● Company size● Region● Industry● Client length● NAICS● Holding company	<ul style="list-style-type: none">● Net Promoter Score*● Product satisfaction data*	<ul style="list-style-type: none">● Number of deals● Deal sizes● Renewal rate	<ul style="list-style-type: none">● Number of brands● Products enabled● Key features enabled● Integrations enabled● Technical account manager
Product Usage	Marketing	Operational	
<ul style="list-style-type: none">● Session count● Response count● Projects created● Monthly active users● Pagelands● Advanced users● TextIQ events	<ul style="list-style-type: none">● Campaign interactions● New names acquired● Emails opened● Web pages visited	<ul style="list-style-type: none">● Number of support tickets● Time to resolve● CSAT for support tickets	

A data dictionary is provided with the zip file you'll receive

*The target metrics

Evaluation Criteria

Analysis of the data

Ability to manage and transform the multiple data sets

Statistical relevance of the analysis and methodologies used

Business strategy

Ability to define a business strategy based on the analysis

Ability to fold the business strategy into Qualtrics' vision

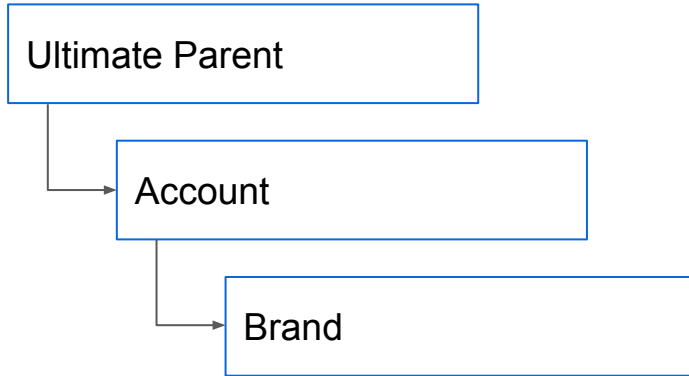
Viability

Supporting business case

The data structure

Each of the datasets you receive will be at varying levels of the client hierarchy

Client Levels



You will need to examine things at different client levels:

- What levels of the client actually matter?
- Does aggregation at higher impact the signals you see?
- How do you handle data that is only available at higher levels?

Timeline



We're here to help as questions arise:

- Teams can reach out directly to johnq@qualtrics.com as questions arise on the data
- Weekly office hours will be hosted on Wednesdays from 4-5pm cst (see calendar invite from Prof. Bose)

There are no constraints

Use any statistical and
visualization tools you are
most comfortable in

Be direct with your proposal

Come with a specific
point of view

Get creative

Think outside the box.
Be unique