

Email Marketing Campaign

An online marketing team sends out two email campaigns to customers using their CRM system. The first is their Christmas campaign and the second is the New Year sales campaign.

You are asked to deliver an interactive dashboard to help the CEO analyse the performance of the email marketing campaign over Christmas and the New Year sales.

- Think about what insights may be of interest to the user based on the data collected by the CRM system
- Build the dashboard using Qlik (downloadable for free from www.qlik.com) to deliver these insights

Attached is a sample set of data. Please build the data model and front end in a single qvw/qvf.

Please outline your approach and any assumptions made.

Bonus Question

- You are also responsible to industrialise the BI solution and refresh the dashboard on a daily basis. How would you architect the database tables and/or Qlikview to get the greatest performance possible?
- Assume that the data is stored in an oracle data warehouse in different marts and managed by the data admin team. The main table contains about 100 Million rows, which take around 6 hours to load each day.
- How would you work with the Data Admin team and marketing team?
- How would you architect the Qlikview file structure and data model to industrialise the dashboard?"