**THE COMPANY**

NOV Inc. is a leading independent equipment and technology provider to the global energy industry. Originally founded in 1862, NOV and its predecessor companies have spent 160 years helping transform oil and gas field development and improving its cost-effectiveness, efficiency, safety, and environmental impact.

NOV’s extensive proprietary technology portfolio supports the industry’s full-field drilling, completion, and production needs. NOV serves major-diversified, national, and independent service companies, contractors, and energy producers in 61 countries. With unmatched cross segment capabilities, scope, and scale, NOV continues to develop and introduce technologies that further enhance the economics and efficiencies of energy production, with a focus on automation, predictive analytics, and condition-based maintenance.

[**About Us**](https://www.nov.com/about)

**THE OBJECTIVE**

NOV wants to ensure that capital invested from shareholders is deployed into projects that generate the maximum shareholder value. NOV is trying to determine where to deploy 2023 capital investment based on past performance and trends.

The data provided contains financials for three divisions within NOV. Analyze the return on capital for each division and provide a recommendation for which division NOV should invest into.

Data Sources:

* Financial Transactions per month (in local currency)
* Account Description
* Account Mapping
* Currency by Cost Center
* Exchange Rates

**THE SCOPE**

* Return on capital is driven by various factors. Analyze drivers like cost (fixed/variable), revenue, assets, liabilities etc.
* Focus on trends over time and their weightage in your recommendations.
* Identify metrics that can help summarize performance.
* Identify and interpret trends (if any) for divisional performance in various countries/regions.

**STEPS**

* All financial transactions are in local currency. Convert the amounts to USD to perform the analysis.
* Prep and blend the transactional data with Account Mapping and Description to identify buckets (Assets, Liabilities, Revenue, Cost of Goods Sold etc.)
* Identify and calculate metrics to analyze the data, based on the buckets identified in Step 2.
* Visualize the data using a tool of your choice and present your recommendations/findings.

**RUBRIC**

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| **Category** | **Points** |
| **Presentation** |  |
| Presentation is well organized | 5 |
| Team members answered questions well | 5 |
| Timing of presentation | 5 |
| Clarity of presentation | 5 |
| Originality and innovation | 5 |
| Unity/Teamwork | 5 |
| **Executive Summary** |  |
| Cleary states premise and defines purpose | 5 |
| Stands alone as a complete high-level report | 5 |
| Writing quality | 5 |
| **Infographic/Visual** |  |
| Charts/graphs are helpful in portraying information | 5 |
| Insights are valuable | 5 |
| Depth of analysis | 5 |
| Variety of analysis | 5 |
| Easy to understand and not repetitive | 5 |
| Scalability | 5 |
| **Total Available Points** | **75** |