## **Follow-up Interview Questions**

1. Develop a strategic alliance or partnership that ties Saks Fifth Avenue to another enterprise. Ensure that the alliance is different from our core business model of partnering with designers. Outline the benefits and disadvantages of the alliance.
2. Evaluate the attached promotion results. Summarize key learnings and recommendations.
3. We have a marketing attribution model, and we are about to release a code update. However, we want to compare the results of the existing code (R2), to the code in QA (R3). You are tasked with reviewing the results, and calling attention to any potential issues before we push the new code to production. What changed from R2 to R3? Should we be concerned? Can you discern from the behavior of each marketing channel what type (ie: Email, Display) each represents? Note: You can think of “Events” as raw inputs into the model like Clicks to the website or Display/Social Media Impressions, and “Revenue” as the final output, based on those events and resulting orders.