Delivery Hero Austria - Mjam BI Analyst Case Study

Part I - SQL Proficiency

Task description

Please write a single query for each question and output the columns and save your queries in a single file. You can find example tables and data from the data warehouse in the Excel file. Please notice different sheets for each table and note that they are only excerpts from the source tables; not the full data. **Please write your queries as if you had the complete dataset**. Feel free to add comments to explain your assumptions and approach. **For all questions, only consider the orders that are not canceled.**

You can use any popular SQL dialect.

1. What is the percentage of customers who used the same payment method for their first and second orders? Show the results split by the payment method they used for their first order. Also, please consider only the customers who placed their first order since the beginning of 2018 and who have placed at least 2 orders so far.
   Output columns: payment_method (VARCHAR), pct_2order (FLOAT)

2. In 2018, which customer spent the most money in the fifth largest city Mjam operates in (defined as total number of orders per city in 2018)?
   Output columns: customer_id (INT), city (VARCHAR), total_paid_eur (FLOAT)

3. What is the ratio of customers placing an order within 45 days after an order to which they left positive feedback for? Use 2019 order data only and exclude acquisitions (customers placing their first order).
   Output columns: positive_feedback_45d_return (FLOAT)

4. Since 2017, how many unique monthly customers did each restaurant in "Innsbruck" have per month?
   Output columns: month (DATE or VARCHAR), restaurant_id (INTEGER), customers (INTEGER)

5. How many customers in 2017 ordered exclusively on Android without using any other platform?
   Output columns: customers (INTEGER)

mjam

Task description

Please answer the questions below <u>in the form of a presentation</u> without too many slides.

Part II - Business Understanding

1. Please summarize mjam's current business model very briefly, e.g. consider customers, product, services and revenue streams.

2. Let's say mjam wants to launch a new premium subscription service for its loyal users. What could that service look like? Which benefits could be offered to subscribing customers?

3. (Based on question 2): In your opinion, what would be the top 3 metrics which will play a key role to decide for realizing the service? Which top metrics in general would be the success metrics to measure the success of the service after going live?

4. (Based on question 3): Could you name a few key stakeholders within the company who you are likely to interact with over the course of the project? Who would be interested in the subscription service's success hence the KPIs you just described? Also, what kind of obstacles you might have when supporting those stakeholders and how would you deal with them?