Willy Wonka Simulation Instruction

Background

You're an Analytics Consultant at *Super Awesome Consulting Group*. Your firm was just hired by *Willy Wonka's Chocolate Factory (Willy Wonka)*, a big chocolatier and confectionery company. You just got assigned to work on *Willy Wonka*'s project solo. You are tasked to review the recent sales data to find consumer trends and make recommendations for *Willy Wonka*'s executives.

Ahead of your presentation, you have managed to schedule 30 min with *Willy Wonka*'s CEO, who signed a contract with your firm and really wants to be data driven. However, the team does not have any analytics functions historically, and this is the first time they may be able to make decisions with data.

The team is still assembling data together for you, and it will be ready 30 minutes before your meeting with the CEO.

Objective

- Deliver a presentation to the CEO and a panel of execs to summarize your findings, recommendations, and proposals for next steps/requests

Agenda

Here's the schedule for your meetings today:
- **[30 minutes] Review Data**
  - The team will send a CSV file over to you 30 minutes before your first meeting.
  - You can use this time to review the data and prepare any questions for the CEO.
- **[30 minutes] First Meeting / Discovery**
  - Your first meeting is with the CEO, who signed the contract with your firm.
  - You may interview the CEO for up to 30 minutes, but you can cut the interview short if you would like more time to execute.
- **[75 minutes] Working Time**
  - After meeting with the CEO, you will have 75 minutes to come up with a proposal for *Willy Wonka* and build your deck for the executive team.
  - Note: Please send a copy of your presentation (or the link to GSlides) to recruiting@sisudata.com.
- **[45 minutes] Second Meeting / Presentation**
  - Your second meeting is with the *Willy Wonka* executives, namely the VP of eCommerce (who helps prepare the data), the VP of Marketing, and the CEO.
  - Note: You have ~35 minutes to role play here. We will debrief the role play with you in the last 5 to 10 minutes.

Deliverable

- A short slide deck for your proposal to the executive team with a clear outline of solutions and project plan

Evaluation Criteria

- Presentation, clarity, delivery
- Time and meeting management
- Strength of the story
- Outcome of the meeting
- Reaction and performance under pressure

Helpful Notes

On your meetings

- Ahead of the first meeting, you will want to prepare a list of questions to ask the CEO.
- The CEO doesn't know the data that well but has some goals of the project in mind.
- For the final presentation, you will want to assume that this is the first time the other executives hear about your project.
- You're leading the presentation meeting, so make sure to manage it well.

On the data

- Each row represents a sales transaction.
- Each field is well-labeled and relatively self-explanatory.
- This file is 28MB so you should use Excel pivot tables, Tableau, or PowerBI. Google Sheets will be quite slow. If you do not have these tools, please let us know.
- We strongly believe Excel pivot tables are the best place to start on this set, but feel free to use other analytical tools such as R, Python, etc.
- The CEO isn't particularly well-acquainted with the data but can clarify a bit of what he might find useful.
- For anything you don't know, feel free to make an assumption. We will not mark you off for making things (outside of the data) up. We can also debrief this at the end.

Final comments

- If you run out of time, you can present your current progress instead and make a list of what you would like to have done with more time.
- **Remember, you only have ~75 min to work, so time management is critical**

Good luck--and have fun with it!