



# Understanding drivers of customer compensation





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# Introduction



# Project context

## Background

JET CS and Fraud prevention function is responsible for driving successful outcomes for customers who had issues with their orders. To achieve this, we track a KPI called CPO (Cost per order). CPO is a fraction expressed as the total compensation we paid to the customer (cost) divided by the total number of good orders the business had in any given time period. CPO has two components (Gross and Net). For the purpose of this exercise, please focus only on Gross CPO.

Due to various changes across the business, we are experiencing a spike in Gross CPO. Major changes are as follows

- Launch of various automation initiatives to drive better customer experience
- Removal of key manual processes
- Changes to our logistics / delivery process

## Task

1. Build a data science model that explains the changes to gross CPO and impact of various key drivers on this metric
2. You are free to use the platform, language and techniques of your choice
3. Please submit your code a day in advance. We prefer a Git repository that can be shared with the interviewers
4. A concise and executive level presentation of your approach, key findings and recommendations.





# Success Criteria

1. Quality of models developed. Please comment your code to make it easier to understand
2. Decisions made on various modelling techniques and the rationale behind each
3. Insights & Presentation. Please consider the following
  - a. What is the overall story
  - b. Leverage STAR format
  - c. What is the optimal mix of technical and non-technical details

