Business Case Instructions

1. The purpose of this business case is to provide you with an additional opportunity to demonstrate your capabilities analyzing financial and marketing data to evaluators as part of the final round interview process for the Kaiser Permanente Marketing Campaign Data Analyst role that you applied to. All applicants who will be participating in final round interviews for this position will complete the same business case. You have received an email invitation to present your business case to the evaluators in-person using Microsoft Teams video conferencing and screen share. **You will have up to 25 minutes to present and 5 minutes for audience questions.**
2. The format and data contained in this business case resembles the type of data that the Marketing Campaign Data Analyst role would actually analyze as part of their work responsibilities. The business case data itself is fictitious. Real business data is not used to preserve business confidentiality.
3. This business case will be emailed to you one day before your interview. You may take as much time as necessary to prepare for this business case.
4. Please complete this business case on your own. You may use the Internet, books, and any other reference materials to conduct your research.
5. You may make any assumptions in completing your business case whenever that information is not provided in the business case or these instructions. Please assume that the data provided in the business case accurately represents the COMPLETE data set of all invoiced activity of the type you are analyzing in this business case for the time period covered by this data set. **Assume your audience is comprised of marketing executives at the Senior Vice President, Vice President, and Director levels at a large insurance company. Assume the audience does not include finance professionals.**
6. Please present your business case as slides using Microsoft PowerPoint, Adobe Acrobat, Google Slides, or any other software that you desire. We will ask your consent to record the presentation for any evaluators who might not be able to view the presentation live, and for any evaluators who wish to review the presentation again as part of their evaluation of your candidacy.
7. Your business case presentation must comprise of the following parts:

**A. Present as many insights as you can possibly extract from the business case data set**

**B. Show how the data supports your insights**

**C. Explain briefly the steps you took to extract your specific insights from the data.**

**D. Present at least one slide showing the Entity-Relationship model containing all the entity types that you would use to build a data model to extract the key insights from the business case data set if you were asked to build a data warehouse for this data set.**

8. Tips for a successful presentation

A. Describe your insights and conclusions succinctly, concisely, and as simply as possible.

B. Provide quantitative evidence to support your conclusions. You may include tables, charts, graphs, infographics, or any other graphical objects in your presentation.

C. Use bullets to communicate your insights and conclusions. Brevity and clarity are important.

D. There is no minimum or maximum number of slides required for your presentation. Use as many or as few as you need to efficiently communicate your insights and conclusions within the allotted presentation time.

**There is no mandatory slide format, layout, or color scheme. Please include your name on the cover slide and please number your slides starting from slide 2.**

E. The quality of the presentation will be evaluated on the basis of the quality of presentation materials, breadth and depth of insights, strength of evidence, methodology, ability of evaluators to comprehend the presentation, the narrative, and dialogue.