DT Fellowship Simulation Assignment

"Operation ROAS: Rescue with Reason"

A test of thought. A test of leadership. A test of character.

To the Candidate: *You have not applied for a job. You've signed up for a mission.*

The DT Fellowship is not a career move — it's a declaration. That you want to build systems, not serve them. That you want to think independently, not conform comfortably. That you want to become the kind of person India can trust to lead its industries, institutions, and innovations by 2047.

At DT, we don't look for compliant resumes. We look for unreasonable minds — minds that refuse to accept mediocrity as the default setting of our times. **This is your simulation. Your proving ground.**

The Problem: Fix What Others Ignore

A ₹2 lakh Amazon ad spend. Ten campaigns. A client drowning in dashboards, confused by clicks, and stuck in stagnation. Clicks are happening. Sales are not. The brand is lost in metrics,

You are the consultant — the one who must bring clarity where there's clutter. And you are the one sent to find meaning. You're expected to classify, audit, and prescribe a fix using three DT frameworks. Not with guesswork. But with frameworks. Not with templates. But with reason.

The output we expect is not a report.. A diagnosis. A strategy. A mirror - a signal of how your mind is wired when it meets disorder.

Who This Is For

This is not for job seekers. This is for builders of Bharat.
DT has the vision of seeing India as a developed nation by 2047, every DT Fellow as a CEO in 2047!

If you see yourself as a CEO by 2047 —
If you read dashboards not as metrics, but as **decisions waiting to be made** —
If you believe leadership isn't a position, but a practice of reflection and resolve —

Then don't treat this like a task.
Treat it like your declaration.

DT Fellowship Terms: https://docs.google.com/document/d/1iCPOiuOheTocc8Q6dNTU4KqXcc35NkJu/

Your Frameworks — DT Style

At DeepThought, we don't decorate PowerPoints with frameworks. We build frameworks into how we breathe. You'll use the following three:

1. Hero – Challenger – Zombie + BBTC Audit

Campaigns are not equal. Some deserve budget. Others deserve burial. Classify each campaign as:

- Hero: Performs. Scales. Deserves attention.
- Challenger: Holds promise. Needs a fix.
- Zombie: A drain. Keeps walking. Adds no value.

Then perform a BBTC Audit — probe their:

- Bid – Is it aligned with the shopper's intent?
- Budget – Does it empower or choke performance?
- Targeting – Are you reaching who matters?
- Creative – Are you showing up as your best self?

No hand-waving. No excuses. Just structured truth.

2. Campaign Maturity Curve

Every campaign has a stage. And every stage demands different expectations.

Is the campaign in:

- Learn: Gathering signals, not ROAS
- Optimize: Adjusting, shaping
- Scale: Ready to dominate
- Defend: Protecting position

Your job is to diagnose misalignment. Are we expecting performance where patience is due?

3. Data Confidence Model

Before you trust a number, challenge it.

- Source – Is this raw or processed?
- Clean – Are there anomalies, nulls, outliers?
- Validate – Does the story hold under scrutiny?
- Visualize – Can we see the signal clearly?
- Narrate – Can you explain the logic simply, powerfully?

Because we don't build castles on muddy foundations.

Your Deliverables

In one PDF/slide deck (max 10 slides), share:

1. HCZ Classification Table – With BBTC audit comments
2. Maturity Curve Map – Campaign stages, justification, next step
3. Strategic Memo – What to scale, fix, or kill — and why
4. Data Confidence Notes – What you verified or flagged
5. **AI Prompt Log** – 2–3 key prompts used, and how you refined the AI's thinking

Note: You're not given a dataset on purpose. The core problem statement is to design an approach that works for varied datasets. You can submit your approach along with a sample response using a sample data-set (we would evaluate the quality of data-set that you used for simulating your process)

About AI Usage

At DT, AI is your co-pilot, not your crutch.

You are free to use ChatGPT, Bard, Claude or any tool. But remember:

"The quality of the answer depends on the precision of the question." — DT Principle

If you prompt vaguely, AI will bluff. If you prompt with clarity, AI becomes your second brain. So show us your prompting discipline. Show us that you can teach the machine to think.

Evaluation Criteria (100 points)

Criteria	Weight
HCZ logic + BBTC accuracy	25
Maturity mapping & expectation alignment	20
Data confidence thinking	20
Final recommendation clarity	20
AI prompt quality & self-awareness	15

Closing Words

"You may never know what results come of your action. But if you do nothing, there will be no result."
— **Mahatma Gandhi**

"People who are crazy enough to think they can change the world… usually do."
— **Steve Jobs**

"Differentiate or die."
— **Jack Trout**

Now, tell us: Are you one of those people?