We are absolutely thrilled you are interested to join us at Rohlik Group. By now we have spoken to you about your experience and personality in great detail. Next step is to find out how you tackle a task in reality.

**Dynamic Pricing PO**

**Situation**

As Dynamic Pricing Squad leader you will be responsible for setting the Pricing strategy for the Group and deliver the pricing engine that will calculate prices in full automation for the different countries. You will also define and manage price markdowns strategy and optimize promotion. Currently the pricing strategy is just at the beginning, Processes are all mostly manual and without real governance. We don t know exactly neither our price positioning nor our price image on the market.

**Task**

* Propose min 3 use cases, which are good to start with
* Estimate business impact of them, and impact on shoppers/ customers
* Describe cooperation with countries
* What is your request to BI and Machine Learning
* Propose key miles milestones of long-term vision

**Additional Information**

The exercise should not take you more than a few hours to prepare. We will then go through the case study together during an interview/video call, the case study presentation should not take more than 20 minutes

**Format**

Result of the case study should be captured in a format of your choice that is easily shareable with us during the next meeting. We don’t need you to write essays, clear and consistent content is much more important to us. Please send us the presentation materials of your Case study 1 day prior to the meeting so we can review and get ready for the talk.