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.

**Front-End Personalization Product Owner**

**Situation**

As Front-End Personalization squad leader you will be responsible for setting the strategy of the whole personalization approach across the channels. Main focus is on customer satisfaction, loyalty and revenue per customer in the app, web and both channels together. Currently the process is in the beginning and recommendation works only with customer last orders.

**Task**

* Propose min 3 use cases, which are good to start with
* Estimate business impact
* Specify your request to Business Intelligence team
* Propose basic 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.