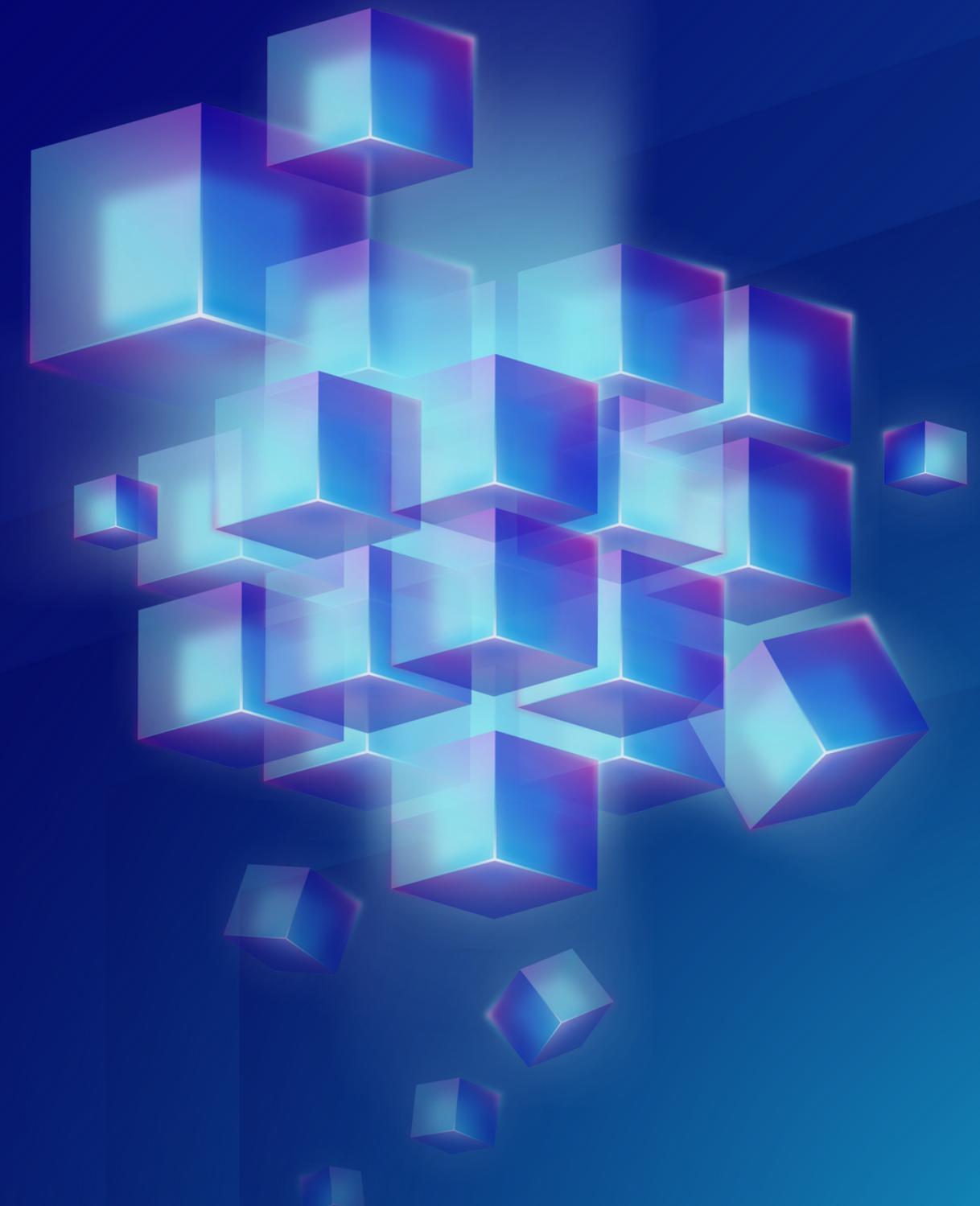
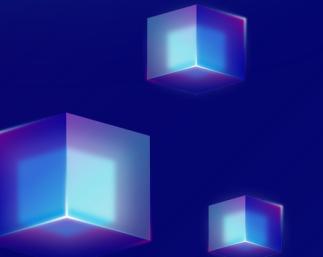


GrantThornton



RMIT BUSINESS ANALYST CHAMPION SEASON 3

ROUND 2 CASE STUDY



Prepared by
RMIT Vietnam Analytics Club

CASE STUDY PURPOSES

The aim of Round 2 is to help participants have an overview of the Business Analytics' role in an online classified company.

Through the case study, participants are expected to explore their ability in analyzing data, generating insights, and giving recommendations on a business problem. The ability of slide illustration, data story-telling, and critical thinking are also tested by requiring participants to submit their answers in PowerPoint format.

*The case study is designed for the purpose of this competition ONLY. All the provided datasets do not represent any real cases.



GrantThornton

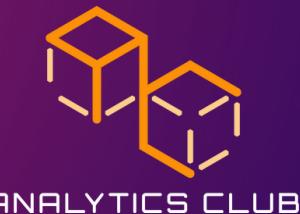


SUBMISSION GUIDELINES

Description: Your team will have 4 days to analyze and uncover insights from the given datasets. Subsequently, you must provide appropriate recommendations to help the company improve its performance (external sources could be used to support your arguments; in that case, proper references should be provided). You are required to submit your answers in:

-  A PowerPoint or PDF File presenting your key analysis and recommendations. The maximum number of slides is 20 slides (including cover page, executive summary, divider page, ending page; excluding references and appendices). For each extra slide, 5% of the total mark will be deducted.

-  An Excel File demonstrating the required calculations and data tables. For details of the Excel submission, please refer to the file “Round 2 Dataset”, especially the “Excel Submission Notes” Sheet.



GrantThornton



SUBMISSION GUIDELINES



Submission Details:

- Only Team Leader can submit the work.
- Each team only has ONE CHANCE of submission. In the scenario when a team submits more than once, the RBAC Organizers will only grade the first submission.
- The slides should follow the given template and contain these required parts: a cover page, an executive summary & your answers.



Please name both of your submitted files as: Your Team Name_R2_RBAC2022

Please submit your team files via this submission form:

https://bit.ly/RBAC2022R2_SubmissionForm



Deadline of submission: 23:59 PM, Friday 04 November 2022



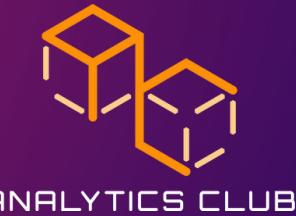
GrantThornton



BUSINESS BACKGROUND

Cho Tot is the first reCommerce platform in Vietnam pioneering classified 4.0, belonging to Carousell Group - the tech unicorn with its value now exceeding US\$1 billion. By providing a simple, efficient and reliable platform, Cho Tot and Carousell promote the buying and selling of pre-loved items, reducing overconsumption, and moving towards sustainable development for Vietnam and Greater Southeast Asia.

After 10 years on the market, Cho Tot is proud that there are average 9 out of 10 Vietnamese people who are aware of Cho Tot when asking about selling and buying in any category. With more than 1.2 billion page views, 50 million visits and 10 million users per month, Cho Tot maintains its leading position in online classified marketplace in Vietnam.



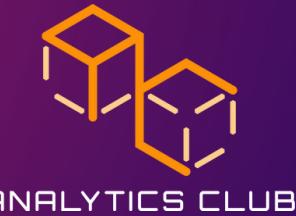
GrantThornton



BUSINESS BACKGROUND

By 2023, the global reCommerce market (the buying and selling of previously owned, new or used products) is predicted to reach a value of \$431 billion. Vietnam is also witnessing an increasing trend especially among Gen Z in buying and selling second hand items.

In the last few years, reCommerce has become a new development orientation of many online marketplace, and a consumer trend for the future. More and more competitors come join the market, making it more vibrant and competitive than ever before.



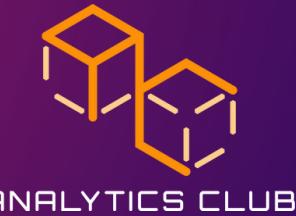
GrantThornton



BUSINESS BACKGROUND

The wide range of products that are now available on the reCommerce market are currently grouped into 4 main verticals, which are Goods, Vehicles, Property and Jobs.

This case study focuses on Goods vertical, which is responsible for more than 50% traffic on the Market Place, consists of 2 other sub-verticals: Electronics (ELT) and General Lists (GEN). While mobile phones, cameras and desktops, etc... belong to ELT, other categories such as Clothes, Pets and Household items etc... fall under GEN.



GrantThornton



BUSINESS BACKGROUND

Along with the rise of reCommerce, there also comes a surge of competitors on the market. Traffic of a website/app is an important metric to monitor as the more numbers users you have on the website, the more likely you would have a successful transaction. With that in mind, at Cho Tot, DAU (daily active users) has always been a key metric to monitor, and also to determine the business growth. The number of daily active users is considered to be effective once they have viewed an ad or made actions to contact sellers.

A new Head of Goods Vertical has been appointed and he wants to understand the current situation of Chợ Tốt, forecast its performance in the future and give recommendations.



ANALYTICS CLUB



GrantThornton



BUSINESS QUESTIONS



ANALYTICS CLUB



GrantThornton



BUSINESS QUESTIONS

As a Business Analyst at Chợ Tốt, you are required to achieve 3 objectives:

1. Identify the trends of DAU in Goods Vertical of Cho Tot from 2020 - 2022.
2. Evaluate DAU performance compared to current market trends and provide reasoning.
3. Forecast future performance and make recommendations to improve number of DAU in the upcoming year.



ANALYTICS CLUB



GrantThornton



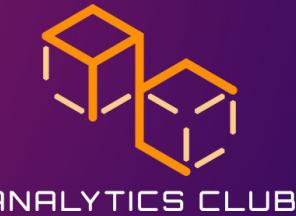
BUSINESS QUESTIONS

1. Identify the trends of DAU in Goods Vertical of Chợ Tốt from 2020 - 2022.

a) Which top 3 source and which region witness the highest growth in DAU from 2020 - 2022?
Which category in ELT and GEN has the most adview and lead in 2021?

*The calculation/the method to find the answer for this question must be shown in Excel submission.

b) From internal data, assess performance of DAU across the years from 2020 to 2022 (monthly trends, top performers by sources/categories (break by ELT and GEN)/regions etc.)



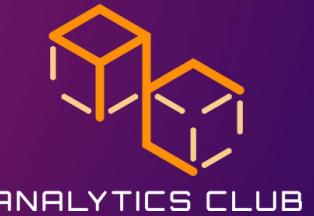
GrantThornton



BUSINESS QUESTIONS

2. Evaluate DAU performance compared to current market trends and provide reasoning.

Note: Current market trends mentioned here can be industry trend, customer behavior, inflation, etc, which can be collected from reliable sources like World Bank, IMF, Statista, Euromonitor, General Statistics Office of Vietnam, The State Bank of Vietnam, Ministry of Finance, Ministry of Labor - Invalids and Social Affairs, MarketLine, etc.



BUSINESS QUESTIONS

3. Forecast future performance and make recommendations to improve number of DAU in the upcoming year.

- a) Forecast second half of 2022 Goods performance in regards to DAUs with proper reasonings.
- b) Based on the analysis and insights of overall performance of ELT, GEN, and in particular Mobile Phones and Fashion, suggest needed actions to boost these metrics.

MARKING CRITERIA



10%

DATA PREPARATION AND PRECISION

- Data must be clean and neat, ensuring validity, accuracy and uniformity, with no manipulation.
- Show detailed calculations for the results via formulas, models, etc. in the Excel file.

35%

DATA ANALYSIS AND INSIGHTS

- Provide clear problem statements.
- Identify the relevant reasons for the given situation with a clear explanation.
- The analysis must be concise, meaningful and is conducted by suitable techniques and methods.
- Capability to tell a compelling and engaging story that is logical and critical, with supporting evidence.

MARKING CRITERIA



20%

DATA VISUALIZATION AND SLIDE PRESENTATION

- Use the suitable charts for different types of data.
- Charts are well organized, informative and deliver the key message of the analysis, which requires minimal effort to understand from the assessor.
- Use suitable elements of visualization such as color, size, etc. to highlight data
- Slide presentations must be well structured and easy to follow.

35%

RECOMMENDATION

- Recommendations are proposed based on the above data analysis.
- Recommendations are creative, feasible, specific and measurable within a particular period of time.
- Leverage the subject company's capabilities.
- Recommendations should be evaluated in terms of both pros and cons.

RMIT BUSINESS ANALYST CHAMPION

SEASON 3

FOR MORE INFORMATION

Fanpage: <https://www.facebook.com/RBAChampion>

Email: rba.champion@gmail.com

Ly My Ha

Email: s3818258@rmit.edu.vn

Phone number: 0333 110 415

Tran Ngoc Dinh

Email: s3877830@rmit.edu.vn

Phone number: 0945 836 529

