# Task Overview

### Information

* You have 7 days to complete the project.
* The project should be self-explanatory however if you have any questions please ask.
* Should there be a subsequent interview a major part of the interview will be to discuss this project.

# Part 1 | Data Analysis

A file is attached with some customer data and the corresponding marketing data for a men’s fashion retailer.

By analysing the data, where and how should the operator focus its efforts? (Areas of focus could include channel performance, demographic differences or customer behaviour).

Please supply all workings whether performed through Excel or another tool.

# Part 2 | Technology – URL Investigation

Marks & Spencer are expanding their marketing. Before beginning, they want to ensure that they are sending users to deep-linked pages on their website – <https://www.marksandspencer.com/ie>.

They want to send people to the specific pages which contain only:

* Regular Fit Shirts
* Slim Fit Shirts
* Blue Shirts
* White Shirts
* Green Shirts
* Regular Fit Blue Shirts
* Regular Fit White Shirts
* Regular Fit Green Shirts
* Slim Fit Blue Shirts
* Slim Fit White Shirts
* Slim Fit Green Shirts

Develop an understanding of how their website URLs functions using the filters and not the search bar. Explain how the URL structure functions. Identify the 11 different URLs required for the above campaigns.

**Important - When submitting, please re-read the email for the instructions on how to submit.**