Assignment for Applicants to the
BI Reporting Analyst Position

Booking.com

Preliminaries

Your role

You are a Reporting Analyst in the Partner Services Business Insights team (central team) at Booking.com. One of your tasks is to assist account managers working in local offices around the world by providing them with actionable insights about the markets they oversee and the work they do. In addition, you will often work with other analysts and data scientists to solve more general questions that help improve the way Booking.com works, and that allow your stakeholders and peers to better understand the business.

In this assignment we ask you to answer three questions. You may use data from the datasets that we have provided you. Note that we expect your answers to be based on this dataset – **there is no need to use external data sources**. Take into account the job role of the stakeholder as you draft your answer. There is no need to include everything that you can think of, but please include all information and/or insights that you find relevant and, of course, feel free to explain why you chose to use a certain approach in a separate file.

Output

Use any methodology and set of tools that you consider to be suitable for the task. We suggest using the tool or programming language you feel most comfortable with, and strongly prefer that your answers be submitted in a .doc(x) or .pdf file.

Note that you will **not** present your findings to us in person. Hence, your answer must be readable, concise and contain all the information we need to understand your points (this includes the **specific names of variables** you use). Please also use your time wisely.

Description of Dataset

Dataset 1 - Contacts and Product data

Property_id	Unique id assigned to each property/hotel associated with Booking.com
Contact_id	Unique id created for each contact made by the account manager with a property
contact_date	Date of contact with the property
product	Name of the product
product_status	Status of the product based on the contact with the property
contact_channel	Mode of contact with the partner
office	Office location of the account manager (geographical dimension)
region	Regional director region of the account manager (geographical dimension)
account_manager	Name of the account manager

Dataset 2 - Portfolio of 'Account Manager 5'

Property_id	Unique id assigned to each property/hotel associated with Booking.com
account_manager	Name of the account manager

Question 1:

"Dear Colleague,

As an account manager I am responsible for contacting my portfolio (partners assigned to me) every quarter and offering products that can help these partners increase their performance. I am an Account Manager ('Account Manager 5' in the dataset) in APAC and as a mid quarter check in, I would like to see how I have performed so far in this quarter and what are the focus areas for the rest of the quarter."

1. How would you rate the performance* of this Account Manager so far and what would you recommend for the remaining quarter?

2. How did you get to this recommendation? What metrics and/or factors did you look at and why?

3. How would you best present this information to the Account Manager?

*For rating performance look at the metrics:

- **Number of contacts with partners (Contacts)**: how many times Account Managers are contacting partners.
- **Number of products offered (Products Offered)**: how many times products are offered in partner contacts.

Question 2:

"Dear Colleague,

As the Managing Director of APAC, I am responsible for steering the region's growth and performance. For the past few quarters I have relied on some reports which showcase the following metrics for this purpose: products offered and contacts."

1. Which other metrics (from the dataset provided) would you suggest to the MD to assess the region's performance and why?

2. The MD needs to present his region's performance to the VP. How would your report look to accomplish his goal?

Question 3: Free Response

What additional insights can you derive from the provided dataset? Please feel free to look into and explore anything that seems interesting to you. Share your findings with the analytics team, which comprises both analysts and business stakeholders.