**Insights and Analytics Candidate Project –**

* As part of our next steps in our process, we’d like you to complete an exercise in analysis and presentation. Also attached to this email is an Excel file with some anonymized client data.
* Using Tableau Desktop (you can sign up for a 2-week trial), please import and analyze this data and put together some dashboards. We’d like you to tell a story about performance as well as your suggestions for strategies, tests, and any other questions you’d like to answer that you can’t find in this data set.
* You can choose how best to present the data – in a presentation, tableau dashboards, etc., but we would also like you to submit your Tableau Packaged Workbook.
* This data is from display campaigns we ran for a client. It is broken up into two data sets – one for channel data, and one for CRM data. The client segments campaigns strategy, which is linked by “Marketing Code” in channel data, and “Advertising Key” in CRM data. 3 notes on this data:
  + Channel data “Conversions” are pixel fires when a user submits a lead. CRM data “Leads” are filtered, so there may be differences.
  + The CRM funnel goes Lead > Contact > Application > Enrollment
  + The data is pulling from different sources so there may be inconsistencies. Feel free to make a note of areas you’d want to investigate further.
* Please complete this within 7 days.
* If you have any questions at all, please reach out and we’ll be more than happy to answer.