# Introduction to Business Analytics

# Team Project II

## Part One: Overview

* Assume that you are partnering with Toptal’s Growth team; a highly analytical,

experimental team that is responsible for growing Toptal’s revenue by scaling and

optimizing client acquisition channels. The growth team wants your help in validating

their data and direction. They want their client acquisition channels trending up and to

the right (growing over time).

* For this exercise, 2 datasets are provided. GrowthOperations.csv consists of all the leads

that Toptal’s Growth Team has obtained over the past 48 weeks. GrowthSpend.csv

shows how much the Growth Team has spent each week on each client acquisition

channel over the past 48 weeks.

## Part Two: Definition

* Lead: A company that has signed up on Toptal.com and is interested in learning more

about Toptal.

* Verified: A company that has provided us their billing information after having a call

with a sales representative. Treat this as a strong indicator that they are going to

convert into a paying client. This is the primary metric that the Growth Team is

responsible for on a weekly basis.

* Lead Priority: A priority assigned to each lead according to a machine learning

algorithm that indicates how likely the lead is to become a Verified, based on Toptal’s

historical data. Leads are treated differently by the sales team according to which

priority they are assigned.

* Time Until Verification: The time from when a company signs up as a Lead until it

turns into a Verified.

* Channel: The client acquisition channel through which this company found out about

Toptal (i.e. How they ended up on Toptal.com).

* Display: Leads coming in from display advertising. For example, the Google Display

Network.

* AdWords: Leads coming in from Google AdWords, a paid search channel.
* Organic: Leads coming in from Google organic (unpaid) search results. Since this is

not an advertising channel, the weekly spend here is always $0.

* LinkedIn: Leads coming in from the LinkedIn advertising platform.

## Part Three: Deliverables

1. Prepare a 1-2 page report on the overall state of the Growth Team’s performance (including

* Scope
* Methodology
* Performance evaluation metrics and definition
* Conclusion
* References ).

2. Prepare 1 10-15 slides presentation on the following:

* A high-level overview of the Growth Team’s performance over the past 48 weeks.
* Choose 2-3 KPIs with which you’d like to evaluate the Growth Team’s performance across each channel overtime. Briefly explain why you’ve chosen to focus on these metrics for your analysis. Based on these KPIs, how has the Growth Team been performing?
* Identify and discuss the most problematic channel. Why is it the most problematic?
* How can Growth identify problems in channels as early as possible? In the data you’ve been given, what are 1-2 good leading indicator KPIs that Growth could use to accurately identify problems as early as possible?
* In what ways does lead priority predict the way in which leads will move through the funnel?
* What specific recommendations for enhancing the Growth Team performance would you make? Why?

You should include any graphs that are relevant to your findings in your report and slides.

If you need to make any assumptions as you complete this exercise, state them clearly and briefly justify why you think they are reasonable.

## Tools:

Tableau

Note: the presentation file only needs to be submitted. No presentation is required in the class.

This team project constitutes 20% of the final grade.