

Growth Coordinator Exercise



Welcome

Hi there!

We're very excited to get to learn more about you and understand how your brain works, so we've prepared a few questions based on some actual data.

Any questions directly related to this exercise, please send it to cbittencourt@sagomini.com.

Good luck and thank you for being a part of this process!



Challenge

We're launching a new app and our paid ad budget for the new app is \$200k/month. We need to determine where to spend it based on this data.

The attached data (W_Campaign_Performance) should help you complete this exercise. Each tab represents:

- **Product_W_Data:** Product W main metrics split by channel performance
- **Product_W_Channel_A_Campaign_Performance:** In-depth breakdown of Channel A.

Based on data gathered from tab **Product_W_Data**, please answer the following questions.

1. What criteria would you use to determine the media channels to advertise this app? Feel free to mention actual media channels.
2. How would you split the budget?
3. Can you gather any other insights from this data?

Based on data gathered from tab **Product_W_Channel_A_Campaign_Performance**, please answer the following questions.

4. How would you choose to split the budget country wise?
5. Do you think you have all the information you need in this table? If not, what else would you like to see to come up with a more comprehensive response?

Final Notes

Please **add the rationale** behind every answer.

If you are not sure on how to answer something, that's completely fine. We are looking to understand how you approach the questions and how you work with data.

Feel free to duplicate the Google Sheets document and make any necessary changes.

Please send us your answers in any format you'd like, along with the Sheets document.



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