

Data Fellows Project 2022

Nest Corporation – What can we tell about a person from their first six months of saving through Auto-enrolment?

Organisation and Team

Nest Corporation, Data & Analytics

Selection Method

Interview

Application Criteria

Essential:

- Statistical understanding and ability to combine data
- Creativity & storytelling – a visual eye for unique ways to tell a story
- Self-starter - Desire and ability to learn a new tool to get your story across in a creative, automated, and compelling way
- Microsoft Excel

Desirable:

- Microsoft PowerBI basics, RStudio
- Ability to work in a team.

Project Outline

Nest is a government success story – 10 years old and already it holds a pension for almost 1 in 3 UK workers. We all feel the social purpose of the organisation – helping millions, especially those on lower incomes, to have a better retirement

Enhancing the customer experience is something that is essential to us, getting people to engage with their future savings and build for a better retirement is our main purpose. Understanding how they engage, particularly in the early stages of a journey that could last several decades is something that we would like to understand more. Potentially this could help us inform our customer experience and provide new suggestions that could help a person's financial well-being.

We'll need you to do a literature review of how people behave when they are defaulted and nudge into a product, then work with the Customer Insight team do the analysis of the customer data we have – whether through surveys, scheme data or government datasets. Finally, will look for you to make the data come to life and tell a story that people will understand through our data visualisation tools.

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Practical Considerations

The data you work with will be anonymised. You will have to sign an NDA because you will have access to systems and internal Nest information, with access to sensitive personal data.

Support and Training

- You'll have two mentors supervising you – helping you to structure how you approach this challenge
- You'll also have weekly and bi-weekly check ins and training from different analysts and others in the organisation to help guide your work, as well as meetings with senior stakeholders
- Much of the PowerBI or other software training will be from suppliers and forums, and will be self-directed

Differentiators

Nest is an organisation with a unique culture – with staff drawn from both the public and private sector, and a very special people-centric approach. Nest is warm and human as an organisation, and that's also true of the people you'll be working with every day. The Data, Analytics and Customer Insight directorate is a blend as well – some people have been with Nest from the start over 10 years ago, others are new in. The Data, Analytics & Customer Insight directorate is a gender-balanced, diverse team, and we really enjoy working together in such a purpose-driven organisation. We're at the early stages of a transformation, and it's a really exciting time for us.

Supporting Information

You'll be using 'user-centred' design principles for your challenge. You will have two presentations to make to a group of about 10 people – one after a month to show work in progress, and one at the end to show your brilliance and tell us how you did it.