2 April, 2023

Hi!

Congrats on making it to **the interview stage of K-Minds!**

The interview stage will consist of **the take-home assignment** and **the virtual interview**. The take-home assignment is designed to be a light and fun opportunity for you to showcase your problem solving and programming skills. Do not spend more than 3 hours on the assignment. Make sure to complete the take-home assignment prior to your scheduled interview date, bring it with you and be ready to screen share. In the beginning of the interview you will have 10 minutes to demonstrate your findings and share your insights.

We do not enforce any coding environment for solving the assignment or format for the presentation, but instead, we prefer to see your choice of efficient data storytelling medium. Having said, if you decide to make a presentation which is not hosted on a coding platform, please, include a snippet of your code in the Appendix.

Data

You are given an open-source survey dataset about the pubs in Armenia[source]. The csv of the data is attached to the email. While we do not want to explain anything about the data, it is helpful to note that the column *"WTS"* refers to the *"Willingness to Spend"*.

Questions

1. Given this dataset, who do you think the typical customer of an Armenian pub is? Why do they go to pubs? Are their spending habits reasonable? In other words, can you come up with customer profiles?
2. Given your customer profiles, which pubs would you recommend?
3. Visualize something insightful of your choice and communicate your findings.

Looking forward to hearing your insights!