

Marketing Analyst - Challenge - Part 2

Description:

The new marketing manager just joined your company. He is eager to gain a better understanding of how acquisition campaigns are performing: What roles do individual channels play in the conversion process, and how do they contribute to it? Are there any bottlenecks that require attention?

To achieve this, he has tasked you to conduct a conversion path analysis.

Deliverables:

Prepare a report summarising your findings and actionable insights, which can take the form of a dashboard or slides. Analysis may be conducted in the environment of **your** choice - free options: Google BigQuery Sandbox, Looker Studio, python. Please include the link(s)/file(s) containing the utilized code/dashboard (editor access).

Share the report and required attachments via email to paula.j@patrianna.com up to 24h before the scheduled 2nd stage interview.

Data: organized GA4 data with no edits of medium values

<https://drive.google.com/drive/folders/1Lr25DZi7GXtz7aul0uiwypX1xSOgoUO6?usp=sharing>

Table description:

- **User_pseudo_id** - hashed user id
- **State** - the region from which events were reported, based on ip address
- **Medium_path** - sequence of marketing interactions (clicks) that happened before the conversion; gotoweb = users directed from the company app to its website
- **Conversion_flag**:
 - 1 = converted
 - 0 = not converted
- **First_touchpoint** - timestamp of the first recorded interaction
- **Conversion_timestamp** - timestamp of the main acquisition conversion