

# Fresh Segments

## Introduction

Danny created Fresh Segments, a digital marketing agency that helps other businesses analyze trends in online ad click behavior for their unique customer base.

Clients share their customer lists with the Fresh Segments team who then aggregate interest metrics and generate a single dataset worth of metrics for further analysis.

In particular - the composition and rankings for different interests are provided for each client showing the proportion of their customer list who interacted with online assets related to each interest for each month.

Danny has asked for your assistance to analyze aggregated metrics for an example client and provide some high level insights about the customer list and their interests.

## Available Data

For this case study there are a total of 2 datasets which you will need to use to solve the questions.

## Interest Metrics

This table contains information about aggregated interest metrics for a specific major client of Fresh Segments which makes up a large proportion of their customer base.

Each record in this table represents the performance of a specific `interest_id` based on the client's customer base interest measured through clicks and interactions with specific targeted advertising content.

_month	_year	month_year	interest_id	composition	index_value	ranking	percentile_ranking
7	2018	07-2018	32486	11.89	6.19	1	99.86
7	2018	07-2018	6106	9.93	5.31	2	99.73
7	2018	07-2018	18923	10.85	5.29	3	99.59
7	2018	07-2018	6344	10.32	5.1	4	99.45
7	2018	07-2018	100	10.77	5.04	5	99.31
7	2018	07-2018	69	10.82	5.03	6	99.18
7	2018	07-2018	79	11.21	4.97	7	99.04
7	2018	07-2018	6111	10.71	4.83	8	98.9
7	2018	07-2018	6214	9.71	4.83	8	98.9
7	2018	07-2018	19422	10.11	4.81	10	98.63

For example - let's interpret the first row of the `interest_metrics` table together:

_month	_year	month_year	interest_id	composition	index_value	ranking	percentile_ranking
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7	2018	07-2018	32486	11.89	6.19	1	99.86
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In July 2018, the `composition` metric is 11.89, meaning that 11.89% of the client's customer list interacted with the interest `interest_id = 32486` - we can link `interest_id` to a separate mapping table to find the segment name called "Vacation Rental Accommodation Researchers"

The `index_value` is 6.19, which means that the `composition` value is 6.19x the average composition value for all Fresh Segments clients' customers for this particular interest in the month of July 2018.

The `ranking` and `percentage_ranking` relates to the order of `index_value` records in each month year.

## Interest Map

This mapping table links the `interest_id` with their relevant interest information. You will need to join this table onto the previous `interest_details` table to obtain the `interest_name` as well as any details about the summary information.

i d	interest_n ame	interest_summary	created _at	last_m odified
1	Fitness Enthusiast s	Consumers using fitness tracking apps and websites.	2016-05-26 14:57:59	2018-05-23 11:30:12
2	Gamers	Consumers researching game reviews and cheat codes.	2016-05-26 14:57:59	2018-05-23 11:30:12
3	Car Enthusiast s	Readers of automotive news and car reviews.	2016-05-26 14:57:59	2018-05-23 11:30:12

4	Luxury Retail Researchers	Consumers researching luxury product reviews and gift ideas.	2016-05-26 14:57:59	2018-05-23 11:30:12
5	Brides & Wedding Planners	People researching wedding ideas and vendors.	2016-05-26 14:57:59	2018-05-23 11:30:12
6	Vacation Planners	Consumers reading reviews of vacation destinations and accommodations.	2016-05-26 14:57:59	2018-05-23 11:30:13
7	Motorcycle Enthusiasts	Readers of motorcycle news and reviews.	2016-05-26 14:57:59	2018-05-23 11:30:13
8	Business News Readers	Readers of online business news content.	2016-05-26 14:57:59	2018-05-23 11:30:12
12	Thrift Store Shoppers	Consumers shopping online for clothing at thrift stores and researching locations.	2016-05-26 14:57:59	2018-03-16 13:14:00
13	Advertising Professionals	People who read advertising industry news.	2016-05-26 14:57:59	2018-05-23 11:30:12