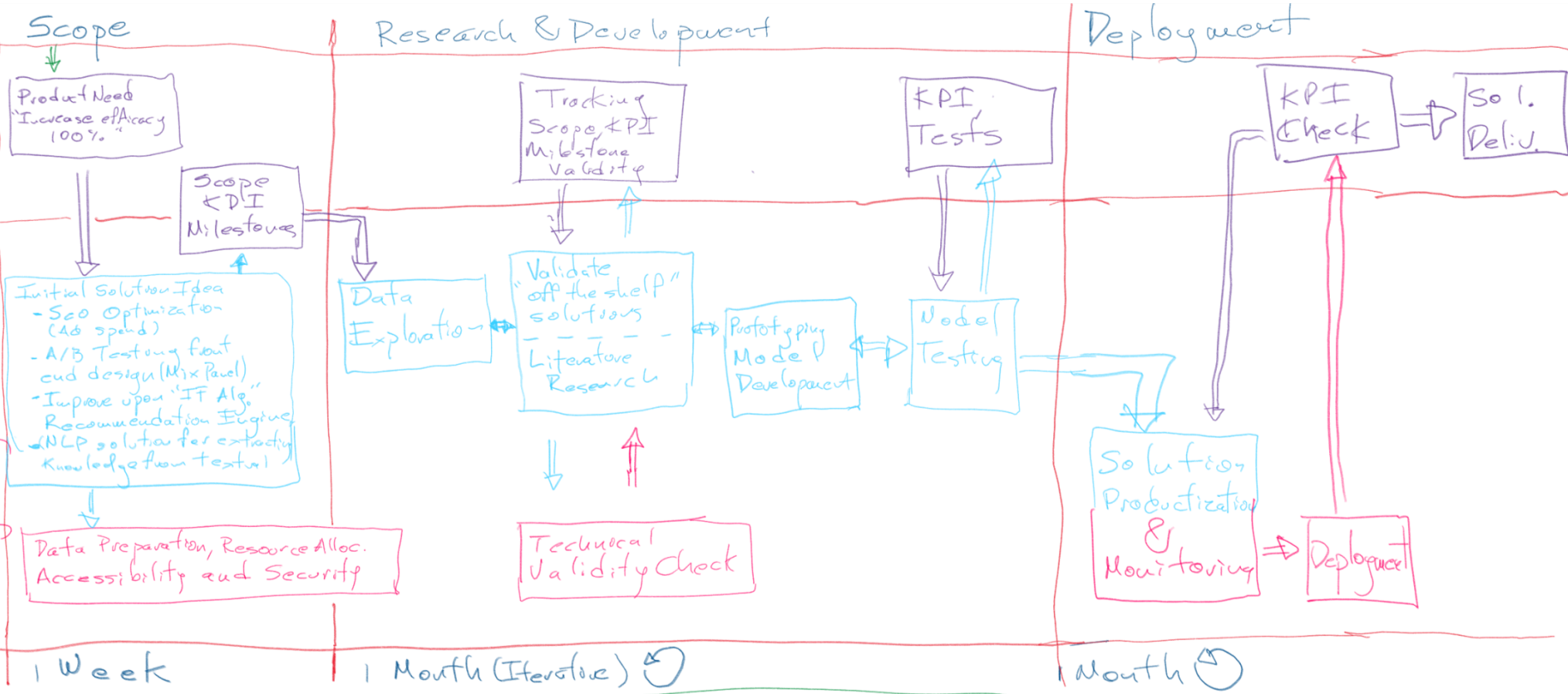




Data Engineering Data Science Product



Business Goal: Increase paid traffic from 30% to >60%