Data Storyteller
Assignment

Why do we ask for an assignment?

We get CVs, presentations and videos from many worthy and capable people – since you made it this far and you're reading this, it means we consider you one of them. Not all worthy people are a good fit for a given role, though, and we may not be a good fit for many worthy people either.

We therefore ask you to complete an assignment that acts as a simulation of the work involved in the Data Storyteller role. In this way, you'll be able to see if this position is what you're looking for and we'll be able to tell if you're a good fit for the role.

This assignment reflects the typical challenges in the role of Data Storyteller at /Data. Please send us any code that you write (e.g. SQL queries, R, Python code, notebooks) in a txt file along with your analysis results, your insights PPT and any visualisations that you produce.

After completing each assignment, please make a note of:
a) how much time you spent and
b) what you would have done differently if you had more time

The whole assignment shouldn't take you more than a total of 5 hours.

Feel free to ask as many qualifying questions as you like before starting the assignment.

1. The attached data file contains dummy survey data on the usage of desktop platforms. The accompanying mapping file contains variable info. For all binary variables 1 = Yes/selected and 0 = No/not selected. In Q10 respondents were asked to rank the platforms they develop on, based on the amount of effort they spend on them.

    a) Combine 'Primary' with 'Secondary' and 'Third' binary variables to obtain a usage binary variable of each platform. Present primary and total (i.e. irrespective or rank) usage of platforms in an appropriate visualisation.

    b) Run the appropriate analysis (using as many of the variables provided as you see fit) to answer the following business questions:

        • How does the profile of developers who use Platform 1 as primary compare to that of those who use it as secondary, and to that of those who use it as a third option?
        • How is the usage of different platforms linked? Which combinations of primary, secondary and tertiary platforms are the most common?

    c) Based on all your above analysis, create a short PPT of no more than 10 slides to present the most interesting insights to a client. Include any information and graphs you consider appropriate and write 1-4 sentences per key insight. Your audience is business users, unfamiliar with technical terms, who want to understand platform usage patterns.

2. Write 200 - 300 words to answer the following question: **Should AI be used to replace human jobs?** Please note there are no right or wrong answers here :-)