

Predominantly, Product decisions are being taken in 3 different ways currently:

1. From Past experience
2. From Intuition or Gut feeling
3. From Data Analysis and Experimentation

With the availability of the complex product analytical tools, we have seen a paradigm shift towards powering product decisions through data analysis and experimentation. So we are looking to onboard the talent which can translate product data into high impact insights using tools like Amplitude, Mixpanel etc.

You would be doing all the exciting stuff like finding hidden patterns in data, understanding user behaviours, planning data driven experiments, finding out how power users are using the product, finding behaviours that activate users, finding behaviours that are creating habits in users and so on.

To get such an exciting opportunity, it's very important to showcase your quick learning abilities and application of these learnings. That's why we have come up with an exciting assignment to sharpen your skills and assess your understanding.

This Assignment Contains two tasks:

Task 1A: Learn the basics of Amplitude Analytics tool using "Amplitude Demo Tool" and get an in-depth understanding of "Funnels" feature by going through the given learning material

"Amplitude Analytics tool is a market leader in product analytics space, which helps in analysing user behaviour and getting valuable and actionable insights, to improve the product, thereby creating a better experience to the users"

Estimated learning time - 6 hours.

Step 1: Go through the amplitude demo and just understand what the tool is about. (It is a free demo tool, login process guide is attached) -

<https://analytics.amplitude.com/demo>. If you have more time, please go through this Youtube video to understand Amplitude tool better

<https://www.youtube.com/watch?v=uh6laOWxR5A>

Step 2: Go through this video to get a basic understanding of Event based product analytics and get a sense of why it is super efficient/flexible in doing a user behaviour analysis. If you have more time, I would advise you to get a sense of how to name data points and track them in a best possible way, here

<https://www.youtube.com/watch?v=hMWyE3HBwW4>

Step 3: Go through the funnels feature overview -

<https://amplitude.com/docs/analytics/charts/funnel-analysis>

Step 4: Go through the funnels feature in detail - You can use these links

(a) Understanding charts in amplitude -

<https://amplitude.com/docs/analytics/charts/chart-basics>

[C S](#)

(b) How to build funnel charts -

<https://amplitude.com/docs/analytics/charts/funnel-analysis/funnel-analysis-build>

(c) How to interpret the funnel numbers -

[https://amplitude.com/docs/analytics/charts/funnel-analysis-interpret](https://amplitude.com/docs/analytics/charts/funnel-analysis/funnel-analysis-interpret)

After getting enough understanding of the funnels feature, Practise the funnel feature in Amplitude Demo and create some useful funnels.

Step 5: Go through the below Sample Test Questions (These are Level 1 Qns, In actual test we will give Level 1, Level 2, Level 3 type Qns):

Sample Test Question 1: What percentage of users who did "Play Song or Video", converted to "Purchase Song or Video" within an hour, in the month of June, from the country "United States"?

Answer: 44.2%

Corresponding amplitude chart: <https://analytics.amplitude.com/demo/chart/new/rnnosum>

Sample Test Question 2: Out of all users who did "Sign Up", what percent of them did "Purchase Song or Video" within 5 days, in the month of June?

Answer: 23.3%

Corresponding amplitude chart: <https://analytics.amplitude.com/demo/chart/new/uhlcc6w>

Sample Test Question 3: In the funnel of "Play Song or Video" to "Purchase Song or Video", which country has higher conversion, in the month of June?

Answer: Germany 54.6%

Corresponding amplitude chart: <https://analytics.amplitude.com/demo/chart/new/s0hjcsn>

Task 1B: It is a Test that assesses your depth understanding of funnels feature on Amplitude. We will share the test link to your mail in a week and you should complete this test within 48 hours of receiving the test link. We would strongly advise you to put maximum efforts on Task 1A so that you give your best in Task 1B.

Estimated Test time - 2 hours.

Depending on the performance in the test, you will be selected for a final round face to face interview.

If you are reading this sentence, hopefully you have got the understanding of this learning assignment and are excited to give your best!

All the very best for your efforts, see you on the other side!