**Booth Analytics Club – Theoretical Data Assessment**

*Instructions*

For the following questions assume that you are Head of Analytics at Snapface, a company that sells apps on the Apple App Store. Snapface generates revenues through direct purchases of apps, advertising to app users, and incremental in-app purchases. You have access to all internal data regarding Snapface’s apps but only public App Store data regarding competitors’ apps.

*Suggested Time Limit*

2 hours

*Questions*

*Note: The questions in this prompt are intentionally vague (as are many you may face in the actual interview process). Feel free to make (and state) your assumptions when answering the question, and be creative.*

1. Answer the following question in essay form: In reviewing data for the last quarter, you see a 25% decrease in Snapface’s Average Revenue Per User. Please discuss how you would go about understanding this decrease, including the data you would use to evaluate your hypotheses. Provide some potential recommendations depending on the results of your theoretical analysis.
2. Prepare a short PowerPoint detailing what non-publicly available data you would like to collect regarding Snapface’s competitors. In what ways might you be able to collect that data? How would the data inform Snapface’s business decisions? How would you go about prioritizing the potential data collection initiatives?