Hi Future Rockerboxer!

Our client "Awesome Company" just recently finished implementation and diving into the data. They have a small but motivated team, and though they're not the most technical group, they are very open to learning more about what the data says about their marketing.

They've sent over some questions that they think will help them understand their customers and would love for you to help find the answers.

Client questions:

1. Which marketing channels seem to be driving the most purchases? Do different models show different results? If they do, what do the differences in results mean?
2. The client would also like to know more about how our customers interact with their marketing before purchasing.
   1. How long does it take a customer to purchase after interacting with a given marketing channel?
   2. Can you look at each customer and show the path they're taking to purchase? E.g. Customer A: Direct Mail -> Paid Social -> Paid Search -> Purchase.
   3. What are the most common paths to purchase?
3. How would you advise this client on where they should continue investing marketing dollars? They are currently looking to grow the company's customer footprint by bringing on new customers. Is there any other information they could potentially provide to help make this determination?

\*Bonus\*

After looking at the data, the client notices that non-paid touchpoints are receiving more credit than they would like. They want to see what the models (first touch, last touch, even weight) show if these touchpoints were removed from a customer’s path to conversion (Email, Non-paid, Organic Social, Organic Search).

Please provide any code that you use in your analysis. Visualizations that can help to communicate your findings are also encouraged.

Please reach out to Blake or Ana (blake@rockerbox and ana@rockerbox) if you have any questions about the prompt, the data, or marketing and attribution in general. We believe in helping each other out here at Rockerbox, and this shouldn’t be an exception.

Sincerely,

Your friendly neighborhood Rockerboxers