

## BUSINESS ANALYST ASSIGNMENT \_ GREEDYGAME \_ SIKKA APP

### 1.THE LIFETIME VALUE (LTV) OF THE USERS ACQUIRED THROUGH DIFFERENT MARKETING CHANNELS

To calculate the lifetime value (LTV) of users acquired through different marketing channels in the 'Sikka' app, we need to follow the below steps:

#### 1.the revenue earned by the app from each user in the dataset

Step 1: To determine the revenue earned by the app from each user in the dataset, we need to join the User Signup data and User offer completion data tables using the common 'user\_id' column. After joining, we can join the Rewards details table with the User offer completion data table using the common 'reward\_id' column. Then, we can sum the 'total\_revenue\_in\_paise' column of the Rewards details table for each user to get the total revenue earned by the app from that user.

#### 2.the customer lifespan or the amount of time each user spends on the app

Step 2: To calculate the customer lifespan, we can use the difference between the 'created\_at' and 'last\_login\_at' columns of the User Signup data table.

#### 3.Calculate the discount rate, which takes into account the time value of money

Step 3: The discount rate can be calculated based on the average cost of capital (WACC) of the app.

#### 4.Use the formula $LTV = (Customer\ revenue * Customer\ lifespan) / (1 + Discount\ rate)$

Step 4: Finally, we can use the above formula to calculate the LTV of users acquired through different marketing channels. We can group the results by the 'utm\_source' column to get the LTV for each marketing channel.

2. SIKKA' IS A TYPE OF INCENT APP. THERE IS ANOTHER SIMILAR INCENT APP CALLED 'SIKKA PRO'. YOU NEED TO FIND INSIGHTS FROM THE DATA FOR BOTH THESE APPS AND TELL WHICH APP IS BETTER OF THESE TWO.

INSIGHTS:

Offer Initiation by users :

On 26\_11\_2022, total 177 user initiated offers by sikka app which is highest among all the other days where as on same day 111 user from sikka pro. On remaining days offers initiated by user from sikka pro app is higher compared to sikka.

Python code attached in excel gives better understanding

Offer Completion by users

Offer completion by using sikka\_pro app by user is more (I.e 43) compared to sikka , so we can say pro version performs well

Rewards earned by users

Rewards earned by sikka pro is slightly more compared to sikka app and also 61% of users from which reward earned is higher in sikka pro where as in sikka (38%)

Revenue generate

Revenue generated by sikka pro is also more ~ 56% compared to sikka app

3. HERE YOU ARE GIVEN THE INSTALL NUMBERS, UNINSTALL NUMBERS, DAILY SIGNUPS, NUMBER OF DAILY ACTIVE USERS AND NUMBER OF REFERRALS MADE OF THE 'SIKKA' APP FOR THE MONTH OF OCTOBER 2022. ALSO, THE INSTALL NUMBERS, UNINSTALL NUMBERS, DAILY SIGNUPS, NUMBER OF DAILY ACTIVE USERS FOR THE FIRST 15 DAYS OF NOVEMBER IS GIVEN. YOU NEED TO PREDICT THE NUMBER OF REFERRALS FOR THESE 15 DAYS OF NOVEMBER

	Date	Predicted_Referrals
31	2022-11-01	414.927422
32	2022-11-02	430.659590
33	2022-11-03	461.805532
34	2022-11-04	503.019945
35	2022-11-05	467.795895
36	2022-11-06	502.307641
37	2022-11-07	511.463672
38	2022-11-08	471.567082
39	2022-11-09	532.830003
40	2022-11-10	574.464305
41	2022-11-11	837.782499
42	2022-11-12	598.212000
43	2022-11-13	666.629571
44	2022-11-14	687.573329
45	2022-11-15	562.037882

