

Jobs Challenge

Business

GotPhoto is an e-Commerce solution built for school photographers. It allows photographers to take photos and to later upload those photos into jobs, where they can manage the photos and set their jobs to selling. Parents will then log into the photographers' online shop to buy photos. The purchased photos are automatically uploaded to a partner lab, who will then print and deliver those photos to the parents.

Challenge Description

You've been tasked to create a job performance report for individual photographer accounts in order to assist the customer success team on their account management calls. Build a report based on the columns below so that customer success agents can easily discuss and evaluate photographer KPIs:

- Job.Photographer_ID
- Job.ID
- Job.Name
- Job.Guest_Accesses_Count_Active
- Job.Job_Type_ID
- Job_Type.Name
- Job_Statistic.Count_Login_Unique
- Job_Statistic.Count_Order_Paid
- Job_Statistic.Total_Revenue_Paid
- Login Rate - *percentage of guest accesses with logins*
 - Formula → $\text{Job_Statistic.Count_Login_Unique} / \text{Job.Guest_Accesses_Count_Active}$
- Order Rate - *percentage of guest accesses with orders*
 - Formula → $\text{Job_Statistic.Count_Order_Paid} / \text{Job.Guest_Accesses_Count_Active}$
- AOV - *Average order value*
 - Formula → $\text{Job_Statistic.Total_Revenue_Paid} / \text{Job_Statistic.Count_Order_Paid}$
- Revenue Per Head - *Average revenue per head*
 - Formula → $\text{Job_Statistic.Total_Revenue_Paid} / \text{Job.Guest_Accesses_Count_Active}$

Data Notes

- Jobs - table to manage photo jobs
- Job Types - table to provide job type names for each job type
- Job statistics - table to provide job statistics for each job

Questions

1. What job name had the lowest login rate?
2. What job name had the highest order rate?
3. What job type has the highest average AOV?
4. What job type has the highest average order rate?