

Product Insights Technical Assessment

We enjoyed the discussion and we're excited to move forward to next steps. Next, we want to learn more about your communication style, product sense, and analytical abilities.

Attached is a fictional dataset for an early version of the HubSpot Sales product. Scenario:

The product manager for HubSpot Sales Hub is seeing users sign up for the product, install the email extension to integrate their Gmail account to the HubSpot platform, and then stop using the product after one day. The Product Manager is curious to learn more about what these people do with the product before "abandoning ship" and what the team can do to improve. They have asked you, the go-to Product Analyst, to provide them with greater insight and potential next steps.

You assembled a dataset of all one-day users from the past several weeks, the date these users were active, and the users' "usage" of Sales Hub's core features available to these users [Note: this is the dataset provided]. The next step is to analyze the dataset, then package and report your findings back to your Product Manager.

Your Audience

- Product manager

Guidance

- This dataset (a) is fictional and (b) reflects an early version of HubSpot's Sales Hub. Sales Hub is one of HubSpot's core product lines. Additional context into the Sales Hub product to help guide your thinking is [here](#).
- You can analyze the data using any analytical tool(s) you feel comfortable and confident with.
- Call out assumptions you made about the problem or the data you were provided (don't be afraid to make some!)
- Your finished analysis and conclusions should be an example of what you would provide to your Product Manager partner to help guide their next step. Your recommendations could be what they should do next and/or other data to look into

Delivery Format

- Your finished submission should include your discovery process and recommendations in one of these formats: slides (e.g., MS PowerPoint, Google Slides) or written summary with visuals (e.g., MS Word or Google Docs).
- We will want to understand both your analysis and how you visualize your data insights to explain your thinking. Feel free to add notes if you want to explain things outside of the visuals.
- Any files generated in analysis or the above submission. Plan to send along underlying syntax/code/tables as part of your final delivery. (you can send these separately or as appendices to your primary deliverable)

How to be Successful (and hopefully have some fun!)

What we are most curious about is how you approach the problem, and keep in mind some things as you work through the question:

- There are no “right” or “wrong” answers, but it’s important for us to understand your analytical approach to the problem and the quantitative and statistical basis for your conclusions
- The data attached (i.e., your initial pull) is enough to help you build a point of view for your product manager, but – as in our real world – you may want/need additional information to validate or round out your analysis. Give this some thought.
- Keep in mind that your audience is a product manager who may – or may not – have the data savvy (or time) to pore through pages of tables, stats, and slides. So, as possible, synthesize your key findings and analyses to ensure your product manager is clear on your results and recommendations. Additionally, as we all know, a usable and well laid out presentation of data finding helps communicate our analyses more effectively.

Timeline to Complete

- You have one week to complete the assignment.
- Please let us know if you have concerns, questions, or conflicts which might make this timeline difficult.
- If you have questions, or want a sounding board on your approach, feel free to reach out to the hiring manager for help. They are also happy to catch up by phone if that’s easiest.

Hours Invested in the Assignment

- This is to your discretion. If you feel you have accomplished what you wanted in a couple hours and are confident in your work, great! If you want to take a whole weekend and have some fun, go for it!

ABOUT THE DATA SET

The file provided is a hypothetical data about users who used HubSpot Sales for one day and never used it again. Base your analyses on these variables.

Data Dictionary

stat_week:	the week of the year the user signed up
m:	the month the user signed up
d:	the day of the month the user signed up
user_id:	an integer representing a user
stats_trackers_created:	count of tracked emails the user sent
stats_sent_notifications_desktop:	count of notifications the user received
stats_gmail_insights_viewed:	count of gmail contact profiles viewed
stats_insights_viewed:	count of insights viewed on the web
stats_activities_zapier:	count of Zapier integration actions that happened (typically synching data to another system)
stats_stream_viewed:	the number of times the user viewed the stream

We look forward to learning more about you, your work style, and your potential fit with HubSpot’s Product team!