Technical Test Foxintelligence – Data analyst Digital & New Verticals

Context

We started working on the mobile apps vertical in July 2020. After preliminary expert calls with mobile gaming editors, it appeared that 2 important labels were needed in our datasets to make any kind of useful analysis: the app title (eg "Candy Crush Saga") and the editor name (eg "King")

Using receipt data from the App Store (iOs) and the Play Store (Android), Foxintelligence can collect one very valuable information for mobile apps editors: in-app purchases (IAP) data, which are any type of transaction where a user pays from inside an application

Unfortunately, App Store receipts display very little information: we can only collect the name of the IAP (eg "gros sac de gemmes"), the url of the logo of the application and the price of the IAP

Using external data, we managed to collect a database of logo URLs and corresponding app name and editor name

Questions

Using the table extract (queried from Foxintelligence database) and the external source extract, your goal is to enable insights on app monetization strategies:

1. Enrich the table extract to add an app title and editor name for each record by matching the images behind each URL with the ones in the external source extract
2. Analyze the enriched extract and create 1 slide aimed at app editors with insights on the impact of the Covid confinement in France

Guidelines

Unfortunately, for the same app, several URL of logos exist, and the URLs we store cannot be matched with a simple join on the ones from the external data source!

Required outputs: do not forget to send us all the intermediary files you have used (excel file, pdf/word document and the code you have written), and namely the **final enriched table** (csv or excel format).

If you have any question, feel free to contact:
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Information about the transactional dataset

- The dataset is composed of synthetic French app store transactional data which reflect the actual behavior of customers, generated using emails that are parsed from our panel of users.
- The level granularity is the order (i.e one row equals one order/one transactional email)