**ANALYTICS DATA CHALLENGE**

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**Deliverable 2**

What is the ratio of **brands** that published campaigns vs. did not publish any campaign within each plan level?

|  |  |
| --- | --- |
| Plan level | Ratio |
| 0 | 101:125 |
| 1 | 3:1 |
| 2 | 0:2 |
| 3 | 12:1 |
| 9 | 8:3 |

How many brands continued to create campaigns after their first published one?

Ans: 37 brands

Which brands have the highest paying campaigns?

|  |  |
| --- | --- |
| 5efb7f52dc1fab678e8b8492 | 100000.0 |
| 5ebf5f5634cd0a0de29d782f | 100000.0 |
| 5c573b750da9cb267cbaf91d | 100000.0 |
| 60f73c0d69248c0d60fde6da | 100000.0 |
| 5d8689aa01688c0dc6472965 | 100000.0 |
| 5c77e8ad35d02a64e47973c1 | 100000.0 |
| 5fac7d3e220e690d333e01ff | 100000.0 |
| 5f25e38d7e8a2b0dfe538335 | 100000.0 |
| 5eb37800b8d2d80dc7a92c46 | 100000.0 |
| 60bfaf9d074fb50d59e60187 | 96200.0 |

How long does it take for new brands to publish a campaign?

Ans: It takes about 63 days on average

**Deliverable 3**

What trends do you see for plan level 0, plan level 3 and plan level 9? (ex. plan level 3 has a high volume of search for athletes that play basketball)

|  |  |
| --- | --- |
| Plan 0 | No. Of searches by sports |
| Basketball | 112.0 |
| Soccer | 100.0 |
| American\_Football | 84.0 |
| Track\_and\_Field | 74.0 |
| Baseball | 47.0 |
| Golf | 37.0 |
| Volleyball | 35.0 |
| Wrestling | 28.0 |
| Gymnastics | 24.0 |
| Ice\_Hockey | 22.0 |

|  |  |
| --- | --- |
| Plan 3 | No. Of searches by sports |
| Basketball | 38.0 |
| American\_Football | 36.0 |
| Soccer | 32.0 |
| Volleyball | 19.0 |
| Surfing | 18.0 |
| Track\_and\_Field | 17.0 |
| Swimming | 14.0 |
| Softball | 13.0 |
| Baseball | 13.0 |
| Golf | 11.0 |

What differences would you highlight between the trends in search for plan levels? (ex. plan level 3 is more active monthly than plan level9)

Ans: Both plan groups have similar trend in terms of being active monthly. They both have an average of 2.9 months.