

Problem Statement

'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.

The data points you can consider to find the insights:

1. Offer Initiation by users
2. Offer Completion by users
3. Rewards earned by users
4. Revenue generated

User Signup data:

This table stores the details of every user coming through different marketing channels on 'Sikka' app

Column_name	Data Type	Comments
user_id	TEXT	Unique value assigned to every user
app_id	TEXT	Name of the app the user belongs to
created_at	TIMESTAMP	The time and date at which the user account was created
last_login_at	TIMESTAMP	Last login timestamp of the user

User offer data:

This table stores the details of every offer that was initiated on 'Sikka' or 'Sikka pro' app.

Column_name	Data_type	Comments
user_id	TEXT	Unique id of the user
offer_id	NUMBER	Unique id of the offer
status	STATUS	Tells the status of the offer. Can be COMPLETED, ONGOING
started_at	TIMESTAMP	Timestamp at which the offer was started
completed_at	TIMESTAMP	Timestamp at which the offer was COMPLETED
expires_at	TIMESTAMP	Timestamp at which an ONGOING/LOCAL VERIFIED offer expires

User offer completion data:

This table stores the data of the offers completed by any 'Sikka' or 'Sikka pro' user.

Column_name	Data Type	Comments
user_id	TEXT	Unique value assigned to every user

app_id	TEXT	Name of the app the user belongs to
reward_id	TEXT	Unique id of a reward, can be linked with reward id of rewards table
created_at	TIMESTAMP	The date at which the offer completion log was created

Rewards details:

This table stores the details of every offer-reward that is in the 'Sikka' or 'Sikka pro' App

Column_name	Data_type	Comments
reward_id	INT4	Unique id of the reward
offer_id	INT4	Unique id of the offer
label_in_english	TEXT	Label of the offer in english
total_payout_in_paise	INT4	Reward amount earned by a user in paise
total_revenue_in_paise	INT4	Amount of revenue earned by GG if that offer is completed