

Intro:

'Sikka' is a money earning app where you can earn cash rewards by completing simple offers daily that give you sikka coins, which you can withdraw to your bank account as real money. You can learn more about this app here [Sikka](#)

Problem Statement:

Users come to this app through different marketing channels. They use the app to complete offers to earn money and we generate revenue in the process. Using the data furnished below, you need to:

Calculate the lifetime value (LTV) of the users acquired through different marketing channels

Note: Work out the result based on the schema of the tables only and not the actual dataset.

Data to be used:

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
utm_source	TEXT	The utm_source through which the user signed up. This is the marketing channel through which the user came
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 completion data:

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

Column_name	Data Type	Comments
user_id	TEXT	Unique value assigned to every user
offer_id	TEXT	Unique id of an offer
reward_id	TEXT	Unique id of a reward, can be linked with reward id of rewards table
created_at	TIMESTAMP	The time and 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' 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
description_in_english	TEXT	Description in english
total_payout_in_paise	INT4	Reward amount earned by a user in paisa
total_revenue_in_paise	INT4	Amount of revenue earned by GG if that offer is completed