17Live Analyst Assignment

Instructions:

- Complete the assignment within the given time frame.
- Use only the provided dataset for your analysis.
- Clearly explain your reasoning and methodology in your report.

Section 1: Data Analysis & Interpretation

Scenario:

17LIVE is planning to place advertisements in their app. Your task is to analyze the provided data and answer the following questions:

1. **Optimal Ad Placement Time**
   - Based on the provided dataset, determine the optimal time slots for placing advertisements.
   - Justify your selection using data trends, engagement metrics, and any relevant statistical insights.
2. **Evaluating the Marketing Ad Campaign**
   - The ad campaign was conducted only for test users. Using the 'totalViewerDuration' feature, evaluate whether the marketing ad campaign was successful.
   - Compare the test and control groups to determine the campaign's impact.
   - Conclude whether the ad campaign should be expanded to all users.

   User Group Division (Based on userID ending):

- **Control Group:** [d, f, 1, 2, 3, 4, 5, 8]
- **Test Group:** [a, c, b, e, 0, 6, 7, 9]

Dataset Format:

- The dataset will be provided in CSV format.
- It will include key features such as userID, totalViewerDuration, timestamps, and engagement metrics.

Submission Format:

- **Jupyter Notebook (.ipynb) or HTML format:** Provide calculations, graphs, and any additional insights. Submissions must be in .ipynb format or converted to HTML