**Pandora – Analyst, Subscription Analytics Exercise**

**Prompt:**

Pandora has three tiers of services: Ad-supported (free); Plus $5/month which is ad-free and has some more interactive features (skips, replays, offline); and Premium $10/month which has all the features of Plus and adds on-demand features such as play any song/album and playlists.

Using a few slides to detail your process and rationale, please design a forecasting system that forecasts the number of subscribers, and associated metrics, over the next 12 months in Plus and Premium. Please also provide your estimate of the subscriber count for each month. We are most focused on forecast process, logic of assumptions, and presentation clarity.

We are looking for any or all of the following: flow charts, diagrams, pseudo-code, algorithms, forecasting methodologies, data inputs / outputs / flows.

Assume you would be able to use any of the following technologies to develop this system:

* Excel/VBA
* Hadoop Hive / SQL
* Tableau
* R
* Python
* Apache Spark

**Additional Information:**

1. Pandora currently has roughly 80m monthly unique users in the US, ~5m of which subscribe to Pandora Plus or Pandora Premium.
2. Assume Pandora will offer trials of varied lengths.
3. Pandora’s competitors are typically considered to be Apple Music, Spotify, Amazon Music, iHeartRadio and Google Music.