 Data Challenge 2019 – Question Set

This data challenge focuses on business in San Francisco, CA. Read the brief narrative below, and then answer questions 1-3. Saved your answers in a PDF format, the upload them along with your resume on the Splashthat page.

***Hi, my name is Zuck!*** ***I am thinking about opening a business in San Francisco. Problem is, I'm not very familiar with San Francisco so I need a data analyst to help me. In particular, I want help understanding the business landscape in San Francisco, what type of business I should open, and the most optimal location.***  
  
Understanding the situation outlined above, and putting yourself in the shoes of the consultative data analyst, please answer the questions outlined below. Please note, we are interested in understanding your own thought process, so be creative and understand there isn't a “wrong answer”. *Your responses to these questions should be written and less than 300 words each.*

1. What data or information about the San Francisco business landscape would you like to have?

2. Identify 4-6 specific data metrics and briefly describe how you would use them together or individually to help make decisions.

3. \*Unrelated to the situation above\* Why are you interested in participating in this competition?

Other things to think about when answering these questions:

* Play to your strengths. Ex. If you are super business savvy, don't hesitate to explore and define a business strategy; if you have strong statistical/analytical skills, outline your analytical approach; if you are technically skilled, elaborate on your coding/data manipulation process.
* Communicate clearly and succinctly – remember, less than 300 words for each question.
* Don't stress too much, we are excited to see your response, and again, there is **no wrong answer.** :)