FlavorWiki

Congratulations on reaching FlavorWiki Data Analyst recruitment process! The take-home assignment aims to provide you with a realistic taste of Data Analyst work at FlavorWiki. It is inspired by one of the problems the DS tackled – sensory analytics.

Business Context

FlavorWiki is a digital market research company that is revolutionizing the way the food industry collects, analyzes and leverages consumer insights across all relevant purchase drivers. As Data Analyst, your daily jobs would be analyzing the digital market research data and providing insights, even recommendations. FlavorWiki's research usually consists of single or multiple products available on the market, and asks respondents to taste the products before answering questions. Your assignment is to gather any insight and summarize the findings from the digital market research data.

Data Source

The data will be available via CSV files:

- **flavorwiki.csv:** consumer response data from the study

Instruction

The state of sensory analysis is mostly related to basic statistical analysis such as descriptive, significance and/or comparison analysis. We encourage you to do basic statistical analysis from the data. No rush to implement complex methods or algorithms. Put yourself as the product owner and try to answer questions that may be questioned by the owner such as:

- How does the consumer see the products in the study?
- Is there any difference between the products?
- What are factors that drive consumer purchase decisions?
- Any others you might think interesting

Please make sure to check the dataset first.

You are expected to find all the information related in the dataset. Otherwise, you are allowed to make your own assumptions, state your own definition or interpretation, and/or find complementary information somewhere else. In that case, you may need to state all those points in the report.

Submission Requirements

- Please kindly prepare a simple report or presentation in the format of PPT or PDF file
- Try to keep the report simple with less than 10 slides or pages. You could select some variables that you want to work on.

Tips

- Try to focus on the story. We care more about your approach than the algorithms or methods that you used. Communicate your observations, findings and conclusion
- We won't be particularly impressed by complex solutions, especially if simpler models are viable alternatives
- You might use your preference tools to analyze the data
- Be curious

Terms & Conditions

- Don't make the problem statement, dataset and your submission publicity available, by, for example, posting this problem on blog, forum, etc
- The candidate is expected to finish the test within 24 hours, started from the moment the candidate received the instructions and dataset