XYZ Company Product Analysis

Brief: XYZ has been soft-launching four products over the past year. A decision now needs to be made about which product to push to a full launch.

All four products are mobile products for the IOS and Android platforms.

Instructions: You will have been supplied with two CSV files. Using the data tool/language of your choice, analyze the data for each product, and make a recommendation on which product you think is the best candidate for a full launch. Please submit your code/workings along with your analysis and final recommendation.

Details of The Files

data1_new.csv is a lookup table, with one row per user. Columns as follows:

id: Unique user ID.
c_type: Type of the user.
product: Name of the soft launch product.
date: The date the user installed in YYYY-MM-DD format.
cost: The cost to acquire the item via paid adverts on Facebook, Youtube, etc.

data2_new.csv is product/user/day grain data from four mini-products. The table has one row per product per user per date, where the user used the product that day. Columns are as follows:

id: unique user ID.
group1_revenue: how much in-app purchase revenue the user-generated that day in USD.
group2_revenue: how much video ad revenue the user-generated that day in USD.
product: name of the soft launch product.
transaction_date: activity date in YYYY-MM-DD format.