



Data Analyst – Product Research

As next steps in the process, we'd like you to complete the assignment below. Let us know if you can't submit something to us within 72 hours (we're flexible!), and don't spend more than a couple of hours working on it. A candidate's response to this assignment will typically be explored during the on-site interview.

ASSIGNMENT

We've attached a csv file containing a small sample of Indiegogo's transactions data (unique contributions to campaigns). We'd like you to explore the dataset, summarize your insights, and provide any recommendations on how Indiegogo can improve its contributor experience.

For example, a good answer may include findings based on:

- peak usage times
- geographical trends
- contribution behavior

We encourage you to be creative and incorporate your understanding of Indiegogo's business -- it should be pretty fun!

Here are what the column headers mean:

- `transaction_id` -- unique identifier for each record in this dataset
- `transacted_at` -- the timestamp (pacific time) corresponding to when the contribution was made
- `account_id` -- the unique identifier of the user making the contribution
- `campaign_id` -- the unique identifier of the campaign receiving the funds
- `perk_id` -- the unique identifier of the perk that was claimed as part of the contribution. NULL values mean no perk was claimed
- `perk_amount` -- the minimum amount of money required to claim the perk
- `transaction_amount` -- the amount of money associated with the contribution
- `currency` -- the three-letter isocode corresponding to the currency of the contribution
- `contributor_country` -- the country of the user making the contribution
- `campaign_country` -- the country of the campaign owner receiving the contribution