Meta

Data Challenge 2022

SHARPENING YOUR PRODUCT ANALYTICS SKILLS:

The main focus of Data Scientists and Data Engineers within the Analytics organization here at Meta is our product portfolio or our Family of Apps. Think Facebook, Messenger, Instagram, WhatsApp, etc.

For future interview analytical questions, it's not about arriving at the perfect or correct answer, but how you engage with the problem.

Spend some time engaging with Meta products less as a user and more as someone who is tasked with improving or developing these products.

Try to put yourself in the shoes of the product team who built the product / feature. Ask yourself:
- Why do you think they made certain decisions about how it works?
- What could be done to improve the product?
- What kind of metrics you'd want to consider when solving for questions around health, growth, or the engagement of a product?
- How would you measure the success of different parts of the product?
- What metrics would you assess when trying to solve business problems related to our products?
- How would you tell if a product is performing well or not?
- How would you set up an experiment to evaluate any new products or improvements?

SHARPENING YOUR TECHNICAL SKILLS:
In most analytical/data science roles, proficiency with SQL will be beneficial, so we encourage you to work through the Khan Academy course below. We have found that the first 3 sections will prepare you to be a Data Scientist and completing the entire course will prepare you to be a Data Engineer!

Kahn Academy SQL Course

ADDITIONAL RESOURCES:
Data Visualization Basics
Tutorial on Data Modeling, Data Warehouse & BI
A/B Testing Guide