



Background for the exercise:

This test is designed to assess your ability to interpret a request, SQL querying capability, and ability to visualize and make data actionable.

Prerequisites


In the provided folder you will find a SQLite database which you can access with R (i.e. RSQLite package), Python, [SQLite Browser](#) or other suitable tool of your choice.

Also in the folder you have a data directory which explains the fields in each table.

You may use any program to analyze the data.

Please provide a zipped folder with all code made to answer the questions as well as a PDF for your answers.

Some hints.

1. SQLite does not have a date type, you will most likely need the function “julianday”
2. Hard Currency is the currency you get when you purchase actual money in a game,  is the pink gems
3. ARPDAU stands for Average Revenue Per Daily Active User

Task 1. DNA

Please read the following article

<https://www.gamesindustry.biz/articles/2018-09-19-how-do-you-evaluate-a-mobile-games-profit-potential>

1. Recreate the DNA Chart from the article with the data provided
 - a. What conclusions would you make from the games based on the article?
 - b. What would you like to look at further, outside the data provided?
 - c. What are some flaws in this logic?
2. Improve the DNA methodology with a better way to look at it
 - a. Explain your changes and why
3. Please create a short report or presentation and be prepared to present it

Task 2. Interpretation

1. Study charts on the next page
 - a. What conclusions would you draw from them?
 - b. What would you look at next?

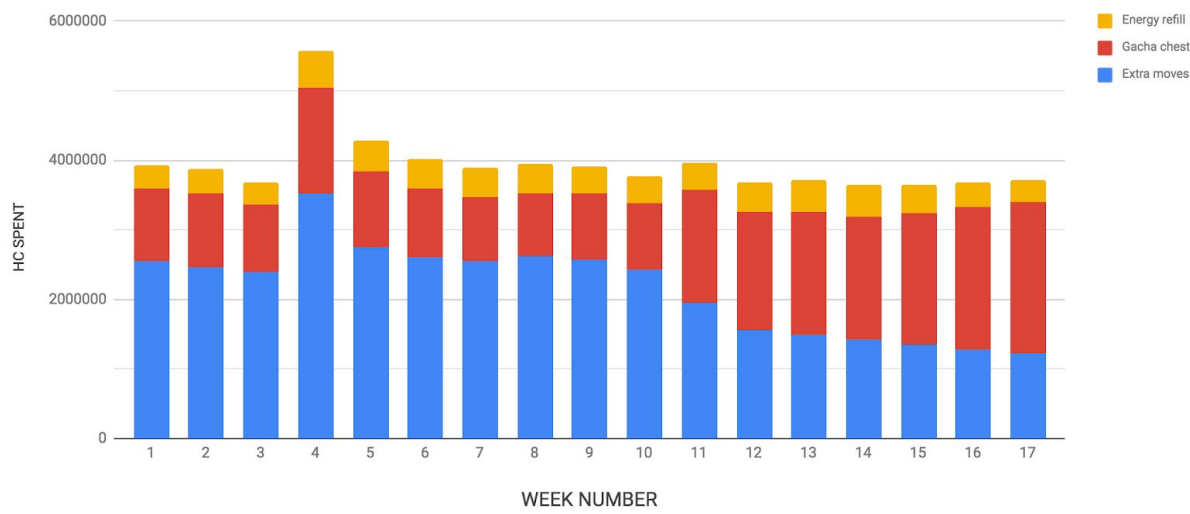
Task 3. Questionnaire

1. What are your favorite games and why?

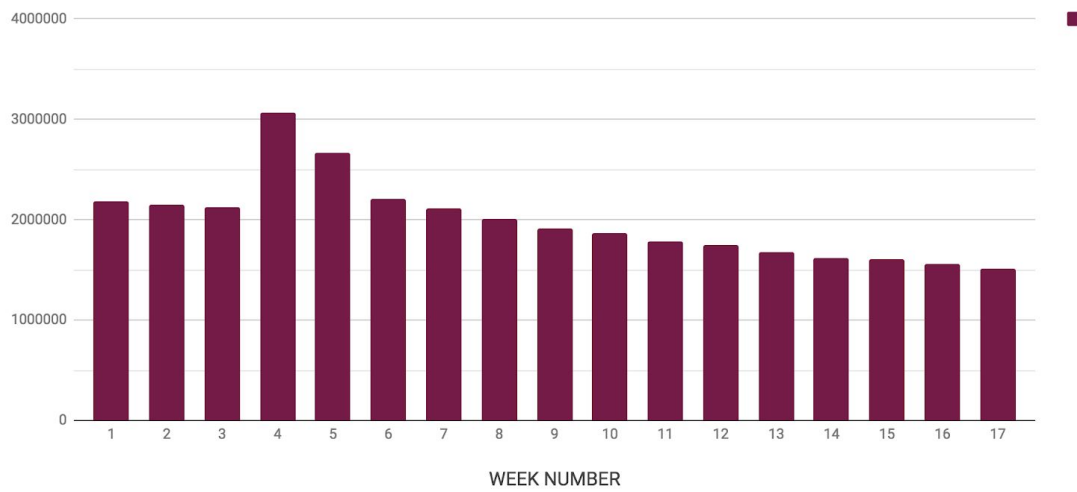
You have 10 points to divide between the following three categories

- a. data science
 - b. knowledge of games and game mechanics
 - c. influencing business
2. What's the distribution of your current strengths?
3. Divide the points again thinking about what excites you and where would you want your career to move in a few years time

HARD CURRENCY SPENT BY CATEGORY



WEEKLY ACTIVE USERS



ARPDau

WEEKLY AVERAGE

