

## 2025 Miami HEAT Data Analyst – Coding Challenge

Thank you for applying for the Data Analyst position. There are two components to this coding challenge: a data visualization section and a SQL section, both detailed below.

Please submit the files containing your responses in an email with a *single* zip file **by this Sunday, 7/27/2025 at 11:59 PM EST**, with the subject of the email formatted as such: FIRSTNAME\_LASTNAME – HEAT Data Challenge Submission

Make sure the attached zip file includes your first and last name as well. Details of what to include are specified below.

Note that we understand you may have other commitments and do not expect you to spend days on this challenge. This should be a short, fun session and you should expect to spend no more than 3-5 hours on this.

If you have any questions, please email me directly in the same email at [max.clark@heat.com](mailto:max.clark@heat.com).

## Part 1: Data Visualization

The excel file titled *analyst\_project\_p1.xlsx* contains a dataset of Miami Heat game ticket sales. We'd like you to create visualizations that represent key takeaways from the data and respond to the questions below.

We prefer that you use Power BI to build the visualizations—a free trial should be available [here](#). If this is inaccessible or you have another tool you are more comfortable with (Tableau, Excel, Python, etc.) feel free to use that.

### Questions

- Which game do you think performed the best, and why? (100 word limit)
- Which game do you think performed the worst, and why? (100 word limit)
- Any other insights? (200 word limit)

### Submission

- A file containing pdfs of the visualizations/report and the working script required to produce them.
- A txt file with your responses to the above questions

## Part 2: SQL and Data Analysis

The link below contains data from 3 different tables regarding customers and their ticketing/attendance information. We'd like you to answer the questions below, which will require manipulation and connection of the data.

Please use this [link](#) to access a SQL playground where you can interact with the provided data as you would in a SQL database. We prefer you to use SQL Server as the language, but if you use a different language please let us know in the response.

We have also attached an excel file titled *analyst\_project\_p2.xlsx*, which contains the same datasets, as well as INSERT statements, if you would like to analyze the data through your own SQL environment. If you choose to use a method other than the provided link, please let us know in your response.

Questions (100 word limit per response):

- How would you group these accounts if you were segmenting based on ticket utilization (tickets scanned / tickets sold)?
  - Who had the highest ticket utilization, and who had the lowest? -
- Who forwarded the most tickets?
- How would you rank each game?
- Any other insights?
- What methods/tools/techniques did you use to analyze the data and produce your responses? (200 word limit)
- Attach the query(ies) used to produce your responses in plain text

Submission

- A txt file with your responses to the above questions