Take Home Assessment

Analysts often have to work with datasets that require attribution models to get deeper insights out of the data.

Using the provided dataset "DS_Assessment_Attribution_Dataset_2025", provide insights into the attributed conversions for the campaign channel strategies. Make sure to cover the objectives below and <u>return your feedback, insights and python notebook/scripts</u> within **24 hours**.

Objectives:

- The main objective is to understand the attributed ROAS (Return On Ad Spend) by strategy.
    - This should be displayed per model.
- Make sure the data is clean and valid.
    - Provide any issues and feedback on any issues you find.
- Analyse the conversions with both a first and last-touch model.
    - BONUS: include another model.
- Provide the results of the analysis in a format a non-technical stakeholder would be able to understand.

Notes:

- At Jellyfish we encourage the use of the latest tools, however they need to be used in a considerate manner taking both JF and our clients into account.
    - If you have made use of AI please include how they were used and the considerations you made when deciding to use them.
    - It is also important to remember that some tools and their use of AI may be below the surface.
- In the data, each step in the path is a campaign strategy and can be made up of multiple campaigns.