Internship Assignment – Animemangatoon.com

Data Analytics Candidate Assignment

Assignment Overview:

Welcome, candidate! This assignment is designed to evaluate your skills in data analysis, insight generation, and presentation. You will analyze webtoon content performance and user engagement metrics to identify trends and propose optimization strategies.

Instructions:

1. **Explore the Links Provided:** Visit the articles linked below and imagine they are part of a dataset containing user interaction data (views, time spent, bounce rate, etc.). Use the information as a basis for your analysis.

2. **Analyze and Propose Optimizations:** Based on the task below, create a report that includes data visualizations, key insights, and recommendations to optimize content engagement and performance.

3. **Submit the Assignment:** Upload your completed report on **Google Drive** or **GitHub**, and share the link on Assignment Submission.

Task Details:

Task:

- Review the article "Why is the Tower of God Show So Popular?" and imagine it has user data such as page views, average time spent, and bounce rate. Analyze these metrics and create visualizations (bar graphs, pie charts) to identify engagement trends.

    o Suggest two strategies to increase the average time spent on the page based on your analysis.

- Analyze user interaction data for "Refund High School Chapter 22-30: The New Arc of Mook" and propose an A/B testing strategy. Recommend content changes to test (e.g., different headlines, visuals) that may improve user retention and reduce bounce rate.

- Use "11 Best Solo Leveling Arcs in the Manhwa to Read Now" as a case study. Develop a report that outlines user segmentation based on demographics or behavior (e.g., age group, returning vs. new visitors) and suggest ways to tailor content for these segments.

Submission Instructions:

1. Upload your completed report on either **Google Drive** or **GitHub**.

2. Share the link on Assignment Submission.

3. Ensure the file permissions allow access to view your work.