Case Study

You will find attached a set of data, similar to data you would encounter every day working as an Analyst at Visual Meta.

Data:

You will receive a SQLite database file, caseStudy.db, with the following tables:

main - daily metrics on country, category and channel level

channels - marketing channels with the yearly cost

categories - category names per country
Note: category IDs differ by country

Please write down all assumptions you make about the data set in your final summary.

You can use free database tools like DBeaver (https://dbeaver.io/) or Squirrel SQL (http://squirrel-sql.sourceforge.net/) to access the data.

Your task:

1. Use the provided dataset to describe at least 6 detailed insights that you think would be interesting to share with your team and/or your manager.

Rules:

1. You can use any software to do this analysis.
2. Please refrain from providing only descriptive statistics in this exercise as **we want to see how you explain trends, patterns, anomalies, exceptions, outliers, etc.**

Deadline:

You have one week to finish this exercise.

Format:

Please provide a summary of your **findings** and your **process** (including queries) in a summary document as a PDF.