Ghostery Assignment

Product Analyst Intern

# Assignment Instructions

1. Read the scenarios and deliverables below
2. Complete and return the assignment to us within 5 business days.

# **Scenario 1:**

# **Overview**

Imagine you are the Product Analyst for Ghostery. Given the nature of the product, the majority of Ghostery’s current 2.5M monthly active users have a high technical acumen (Figure 1). Additionally, Ghostery saw quite notable growth in its first few years, but recent growth has slowed (Figure 2).

To extend their user base, Ghostery is considering releasing a new product**,** *G by Ghostery*, aimed at a more mainstream audience. As the new Product Analyst, it is your job to:

* Create a model to estimate the potential user base for *G by Ghostery*, and forecast growth rates for the new app over the next 24 months
* Outline indicators for success

# **Deliverables**

Create a product analysis plan for *G by Ghostery* that includes a growth model and key indicators of success. In addition to the outputs of your model, this plan should address the following questions:

1. What data did you use to estimate these values? Where did you source this data from?
2. What other data would you have wanted for your model that you couldn’t find?
3. What difficulties did you come across in searching for data and creating your model, and how did you overcome them?
4. What other factors are important to consider when considering releasing a new product? What are alternatives to accessing a more mainstream audience?
5. How would you measure the success of *G by Ghostery*? What data would you need to monitor these KPIs?
6. Assess the current Ghostery product and provide a couple of suggestions (features, design elements) to make the product more appealing to a mass audience.
7. If you had more time, what else would you have done?

Bring your product analysis plan to life with whatever assets, documents, and visuals that you see fit. Your work will be evaluated based on your thought process, creativity, thoroughness, and presentation. Be sure to clearly outline all assumptions.

# **Additional Data**

Figure 1: Ghostery monthly users by technical skill and device

Figure 2: Average monthly Ghostery users by year since launch

# **Scenario 2:**

# **Overview**

Imagine you are the Product Analyst at Ghostery and while you were on vacation, there was an influx of support tickets. The Product Manager wasn’t sure how to figure out what was going on, so he left you with the data to query when you returned to the office.

He provided you with 10 days of user telemetry data. Each observation in this dataset reflects one action by a user, and includes details on date, where they were, which operating system they were using and the version of the extension.

# **Deliverables**

Provide an analysis of what you think happened while you were on vacation. Included in your analysis, please answer the following questions:

1. What is going on? Why may this be happening?
2. Is the activity you are seeing related to a specific parameter?
3. What interesting ways can you visualize the data?
4. What other data would you have wanted for your investigation? Can you think about a way you could get this data?
5. What other questions do you have?

Feel free to use whichever coding language(s) you are most comfortable with. Be sure to include your code (clearly commented), effective graphics to support your findings and a summary of your observations/analysis.

# **Additional Data**

Please see attached csv file ‘scenario2-data.csv’. The order of the parameters are as follows: date, country, operating\_system,version, user\_action.