

# Rise up to your next interview challenge!

Our advanced assignments mostly mimic case studies for tech-company interviews. Get the advantage now!



## Advanced Assignment

*(Deadline: Friday, 14-June-2024 at 11:59 PM)*

You've been hired to be a data analyst in a ride-hailing company, Gojek. You will collaborate with a product or business team to define the right metrics for experimentation. ★ Your manager requests you to **dissect the metrics** from the app event.

1. Take a look at the UI/UX of the app/platform, and take a look at Gojek's customer journey.
2. Choose one specific **customer journey** that you will have as a customer. For example, you will choose a journey from the time you **log in** until you **book a Go-ride/Go-Food, and pay with Gopay**.
3. Take screenshots of your journey as a customer.
4. From the screenshots, define three things: **Event Name**, **Data to be tracked and Metrics** that will be tracked, and the **Example Values**. See the example [here](#)

💡 **Fun fact:** The problem here is taken from case studies to enter unicorn tech companies

### Deliverables & Submission:

- You can use the template [here](#) and rename it with the *file naming format*:  
**[W1 MAY24] FSDA firstname\_lastname advanced**
- Please upload your Google Sheets file in your Google Drive folder, then paste the link in the [Assignment submission form](#) before the deadline



# Rise up to your next interview challenge!

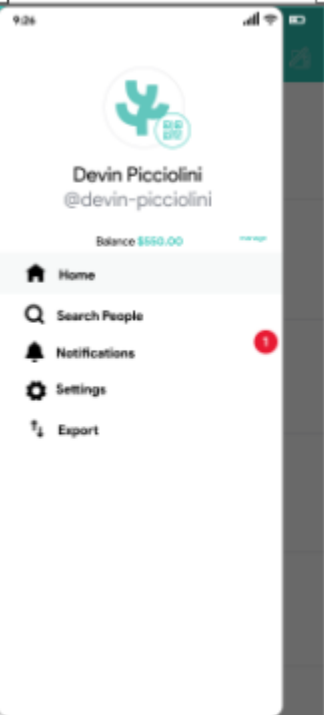

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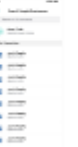



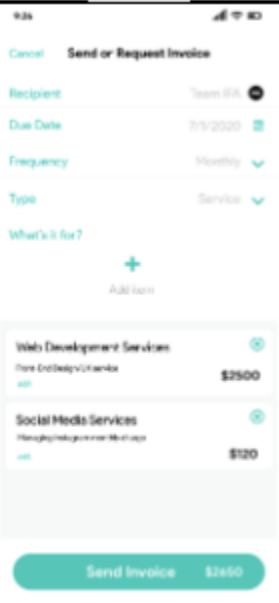

## ► Grading component Advanced:


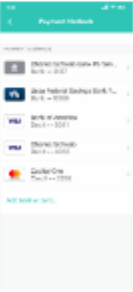
Skill set	Grading Criteria
1. App Journey	<ul style="list-style-type: none"><li>• Create a comprehensive app journey from onboarding until the booking of a product</li></ul>
2. Event Tracking	<ul style="list-style-type: none"><li>• Provide a correct event tracking example</li><li>• Relevancy between the screenshot with the event name</li><li>• Understand how the Trigger works</li><li>• Understand how the Event Properties works</li><li>• Event Name is easy to digest</li><li>• Metrics and Event Properties are correct and easy to understand</li><li>• Give comprehensive information on the notes, which can guide how they think about the event tracking</li></ul>

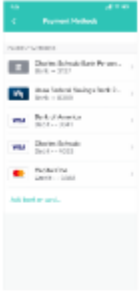

	A	B	C	D	E	F	G	H
1		Adapted from: <a href="#">Why most analytics efforts fail</a> Startup: <a href="https://honeydu.io/">https://honeydu.io/</a>						
2	#	UI/UX Screen	Triggers when...	Event Name	Data to be tracked	Metrics	Example Property Values	Notes (optional)
3			user finishes onboarding and presses the "Get Started" button	Get Started	source	Conversion rate	Invite Social Invoice Request Content	This is how we'll know how many new users are coming in through predefined growth loops — referral invites, received invoices, or content.
4			user selects a signup method	Sign Up Selected	signup Method		Google Twitter Facebook Email	
5			the login menu opens	Login Selected	signup Method		Google Twitter Facebook Email	
6								

7		a userId has successfully been created for the user	Sign Up Successful				User successfully signs up with a new account for the first time.
8				signup Method		Google Twitter Facebook Email	Make the signupMethod property data available on the user's people profile as well
9				source	Conversion rate	Invite Social Invoice Request Content	This is how we'll know how many new users are coming in through predefined growth loops — referral invites, received invoices, or content.
10				signup Date	New user sign-up rate	YYYY-MM-DDTHH:MM:SS	Attach the property to the user's profile as a date
11				signup Date	New user sign-up rate	YYYY-MM-DDTHH:MM:SS	This super property will be attached to the user from the time it has been set to every next event so that we can always tell when a user was registered
12							
13		a user has successfully authenticated	Login Successful	login Method	Number Login per method	Google Twitter Facebook Email	This property will tell us which method the user used to authenticate into the app.
14		user clicks the "Create Invoice" icon on any page	Create Invoice Selected				
15				source	Conversion rate	Home Email Notifications Onboarding Connections	This property will tell us what screen the user was on when they decided to create an invoice.
16							

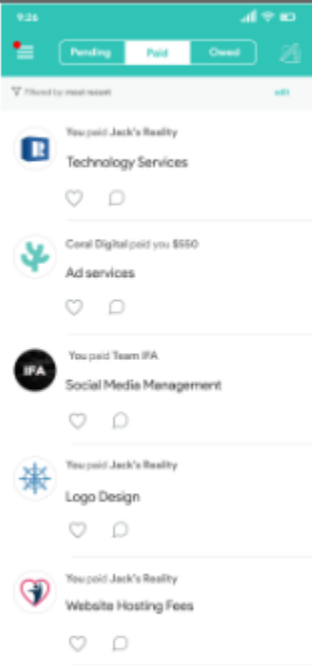
17		user is brought to invoice creation page after clicking on a template or "Build Your Own" in this screenshot	New Invoice Started				
18				source	Conversion rate	Home Email Notifications Onboarding	This property will tell us what screen the user was on when they decided to create an invoice.
19				is Template	Template utilization rate	true/false	
20				template Name		Basic Invoice Apothecary ...	If the user has selected to create an invoice via a template, list the name of the Template here, otherwise leave this blank
21		user clicks the search bar to find a contact	Contact Search				
22				source	Conversion rate	New Invoice Home	On what screen is the search bar being clicked on?
23							
24		user clicks Next after a recipient has been added	Recipient Added to Invoice				
25				source	Conversion rate	History Search Create Contact Scan	This property will tell us if the recipient was added from the top history or from the search module or if they had to be manually created
26							

27		user clicks "Send Invoice"	Invoice Sent				
28				first Invoice Sent Date	Time to first invoice sent	2020-01-01	Update the user's people profile property to add this first invoice sent date
29				frequency	Frequency distribution rate	Monthly Weekly Once	
30				invoice Type	Number Invoice per type	Service	
31				days Till Due Date	Number days Till Due Date	5	
32				amount	Total amount	2500	
33				is Connection		True False	To detail if the invoice is being sent to a new customer or someone already within the Honeydu network
34				template Name		Basic Invoice Apothecary ...	If the user has selected to create an invoice via a template, list the name of the Template here, otherwise leave this blank
35				last Invoice Send Date	Last invoice send date	2020-01-01	Update the user's people profile property to add this last invoice sent date
36		user clicks on a method of payment	Add New Payment Method Selected				User clicks on "Add a payment method" and selects either bank or card.
37				payment Method		Bank Credit Card	
38				num Existing Payment Methods	Number of existing payment methods per user	5	The number of payment methods the user already has on the account

39		user presses "Add" after entering new payment information	Add New Payment Details Submitted				The user has entered either bank or credit card information to add to the account.
40				payment Method		Bank Credit Card	How the Card Number or Bank number was input
41				input Method	Number of unique input methods	Camera Keyboard	
42				zip Code		94125	
43				credit Card Type	Number of unique credit card types	Visa Mastercard American Express	
44		User is redirected to the Payment Methods page after successfully adding a new payment method	Add New Payment Method Successful				The user has entered either bank or credit card information to add to the account successfully.
45				payment Method		Bank Credit Card	
46				input Method	Number of unique input methods	Camera Keyboard	
47				zip Code		94125	
48				credit Card Type	Number of unique credit card types	Visa Mastercard American Express	

49		User is redirected to the Payment Methods page after successfully adding a new payment method	Add New Payment Method Failed				The user has entered either bank or credit card information to add to the account successfully.
50				payment Method		Bank Credit Card	
51				input Method	Number of unique input methods	Camera Keyboard	
52				zip Code		94125	
53				credit Card Type	Number of unique credit card types	Visa Mastercard American Express	
54				error Message	Number of invoices with error messages	Zip Code mismatch	
55		user clicks Pay on a card within the Notification, Home, or Pending tabs	Pay Invoice Selected				Relevant for users that have been sent a bill to pay
56				days Till Due Date	Number days Till Due Date	5	How many days left before this is due?
57				days Since Received		10	How many days ago was this invoice received?
58				amount	Total amount	2500	
59				frequency	Frequency distribution rate	Monthly Weekly Once	
60				invoice Type	Number Invoice per type	Service	
61				source	Conversion rate	Notifications Home Pending	This tells us what page the user was on when they clicked the "Pay" button on the invoice card
62				payment Method		Bank Credit Card	
63				invoice Id	Number of unique invoice ID	1234	
64				is Connection		True False	To differentiate invoices from network / unconnected users



65		user's payment successfully goes through after clicking Pay on a card and selecting a payment method	Pay Invoice Successful				users
66				days Till Due Date	Number days Till Due Date	5	How many days left before this is due?
67				days Since Received		10	How many days ago was this invoice received?
68				amount	Total amount	2500	
69				frequency	Frequency distribution rate	Monthly Weekly Once	
70				invoice Type	Number Invoice per type	Service	
71				source	Conversion rate	Notifications Home Pending	This tells us what page the user was on when they clicked the "Pay" button on the invoice card
72				is Connection		True False	To differentiate invoices from network / unconnected users
73				payment Method		Bank Credit Card	
74				invoice Id	Number of unique invoice ID	1234	
75				last Invoice Paid Date	Number of invoices with last paid date	2020-01-01	Update the user's people profile property to add this last invoice paid date