We would like to invite you to participate in an assessment for the BI Analyst position at NSUS Group Inc.

The assessment comprises two parts:
1. Your first impression on the user experience
2. General data & business analysis

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Part 1
We are interested in your first impressions of the sign-up process, progression on the website, touchpoints on the game client, and playing experience. Follow the instructions below to get started and think about your journey as a new user:

1. Sign up on GGPoker: https://en.ggpoker.com/

2. Let us know your email address or nickname (send an email to ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ subject: *BI Analyst assessment for FIRST & LAST NAME*), so we can provide free credits to your account which you can then use for gameplay*

3. Download and install the client (mobile or desktop)

4. Log into your newly created account and explore the software
   a. What are your first impressions of the software?
   b. What game features and promotions look interesting?

5. We have credited you with the following:
   ● 5 x $0.25 Spin & Gold tickets (can be used on *Spin & Gold* $0.25 buy-in game)
   ● 5 x $0.50 AoF SNG tickets (can be used on *All-In or Fold Sit & Go* $0.50 buy-in game)
   ● T$10 (tournament credit)
   ● C$10 (cash-game credit)
   Feel free to spend the credits and try as many of the games as you like.

6. Please share a brief summary detailing your experience, including:
   a. What was your favourite game? Why?
   b. What was your least favourite game? Why?
   c. Were there any surprising or unexpected parts you came across?
   d. Were there parts of the experience you found confusing?

Part 2

We are interested in understanding how you think about data and analyze problems. Please note any assumptions that you make when answering the questions.

1. Your gameplay from Part 1 is stored in our game history database.
   a. What tables would you expect to be populated?
   b. What fields would you expect to see in this table?
   c. Please also include the data type of each field.
   d. What are some challenges you might expect over time as the # of rows increase exponentially

2. Using the fields you provide in Q1, populate a hypothetical game history table with the results of your $0.25 Spin & Gold from Part 1 of the assessment.
   a. Provide a sample of a few row entries in the table, using the fields you came up with as columns

3. In addition to the game history table, what other tables would you expect to see stored on the backend? Please specify the fields along with their data types.
   a. What would be a suitable primary key to relate the various tables?

4. The United Kingdom marketing manager has sent a request to the BI team to set up Tableau dashboards to monitor newly acquired customers.
   a. Which of the tables in Question 3 would you use?
   b. Describe the dashboard(s) you would create.
   c. What metrics would the marketing manager be interested in to evaluate the performance of a marketing campaign to acquire new players?

5. The UK team was elated with your acquisition dashboard and has requested a Life Time Value model to project the value of newly signed up customers.
   a. How would you design such a model?
   b. What variables would you use?
   c. How much data would you need to have statistical significance?

When answering the above questions, it would be helpful to include your thoughts from a BI perspective looking at new customer acquisition and business development.