Assignment for Data Analyst

We are delighted to continue the recruitment process with you. Now it is your time to shine. We've prepared a task for you so that you can prove your skills and to let us understand how you are approaching problems in general. Good luck!

Task

Attached to this message you'll find a CSV file with some machine-generated user data of a service like Wolt. Every row of the dataset represents one customer who has registered to use the service during September 2019 and either has or hasn't made orders during the time from then and October 2020.

Your assignment is to

1) Familiarise yourself with the dataset. Here you should show us your excellent exploratory data analysis skills.

2) Provide us with a user segmentation that could be utilised by our marketing team to reactivate different kinds of users. Provide also recommendations on how to use the segmentation for this purpose. Remember to justify your segmentation approach so that we understand why the way you did it is better than an arbitrary solution by a non-data analyst who can do some slicing-and-dicing with the data.

Our expectations

At Wolt we use Python or R for notebooks and we expect you to return the rendered notebook alongside the code used for the analysis. Make sure we can run and view your solution on MacOS and Linux.

In addition to the notebook used to solve the assignment, please include a separate supporting presentation that highlights the main steps of the analysis and communicates your findings. As a further guideline, the presentation should be self-sufficient for us to follow your thought process when solving the assignment: Please explain why you decided to go with this particular approach and what could be the pros and cons of applying it.

Please note that time spent on the assignment may vary but it normally takes around 8 hours to complete. We hope you will return the assignment within 7 calendar days of receiving it.

Best of luck! We can't wait to see how you approach challenges like these. 👋