



Data Analyst Trial Assessment

Hi There 🙌! Thank you so much for taking the time to complete this trial assessment- we're excited to see your work! There are 2 deliverables for this assessment and below are your assessment details.

Please submit your work within **3 business days**.

Once it's complete, please send us a PDF or link to your document (if you share a link, please make sure it's set to "anyone with this link" can view).

Please don't hesitate to reach out if you have any questions.

Thanks so much,

The Clever Team

The Assignment

You are a new data analyst for Smiley Real Estate, an up-and-coming real estate company that's just gone national. The company operates in 50 markets across the nation, with 1,000 agents in those markets.

On day one, the data team manager drops a spreadsheet in your lap. "Give me some snap insights by noon! I want to see how you can think on your feet!" he says. (This is *not* indicative of how your onboarding experience at Clever will be.) Here's a link to that spreadsheet: [📄 Data Analyst Trial - Data Set](#)

After asking a few questions, you learn that you've been asked to update the marketing team and sales team with a summary of sales performance through most of 2025. The marketing and sales teams are very focused on day to day sales and they're highly aware of daily results and changes, but want a larger-scale view. Are there trends that they might not be noticing when a larger scope is taken? It's up to you to find them and share them!

Here are a few hints to help you get started:



1. Read the "README" tab in the Google Sheet for an explanation of the data.
2. It's probably a good idea to move the data from Google Sheets into your own tools/languages for analysis. **Use whatever tools you're most comfortable with!**
3. Some of this data is meant for you to interpret and figure out on your own. Unless you meet a complete roadblock, just use your instincts to make an interpretation, and tell us about why you came to that conclusion (see below). If you find inconsistencies, try to come up with a reasonable solution on your own.
4. Be creative! We want to see what you can find!
5. At the same time, don't overthink it! This should be a relatively short (a few hours) challenge.
6. **We are NOT looking for specific insights as the "right" answer.** There are many valid insights you could draw from this data. Rather, we want to see your thought process and creativity!

Your Results

- 1) Create a document - text, Word, or Google Docs is fine, but you can use any format you wish as long as it's easily readable - that contains the analysis requested below.
- 2) Then, create a Github repository and upload the document to that repository, along with all additional working files generated from this project - spreadsheets, Python scripts, whatever you choose to use. Include a very brief README explaining what the files are. Share the link to that repository with us.

Best Markets

A marketing team manager wants to know: What are currently the five best markets for Smiley Real Estate? What evidence do you have for that? Also, did you notice anything of interest that we could share with an outside audience (a pure market data trend)?

Best Agents

A sales team manager wants to know: Who is the best agent we have in each market? Why do you think these people are the best - not specifically for each agent, but in general, why are these the top agents?



One area for growth

A company executive wants to know: What is one area in which the company might improve their sales or marketing strategy in the future based on what you see in the data? Make an easy to understand case for that new strategy.

What if you had more time and data sources?

The data team manager wants to know: Let's say you had two weeks for this project and any data sets you might imagine. What are a few ways you could improve your analysis? Assume you have data engineers in place to help you get the data and set you up for success.

Describe your process

In your own words, describe the process you went through to find the above results. Mention any tools you used, any significant challenges you faced, and how you overcame them. No need for perfect language, we're just interested in your thought process.

Guidance on AI

We encourage the use of AI to research, brainstorm, and enhance your thinking. However, copy-pasting unedited output from ChatGPT (or similar tools) is an immediate disqualifier. Anyone can ask AI a question (and trust us - we do it all the time). We're looking for something only you can deliver: unique, original, and informed by your skills, experience, and judgement.