

# Data Analyst Recruitment Exercise

*For any questions on this assignment, please contact your recruiter. Questions are not necessary, but are encouraged!*

## GOAL

A stakeholder raises a concern about an Uber market (city) with limited analysis to support the claims. Given the data provided to you, present your findings and recommended courses of action that the Marketplace team could take to explore and improve the given concern.

## DESCRIPTION

Marketplace analysts work on various marketplace projects that affect both riders and drivers. Ops teams work in parallel with Marketplace teams to improve the marketplace experience in a variety of ways:

- Flag troublesome metrics and recommend courses of action to improve those metrics
- Evaluate pricing levers and design competitive earnings for drivers and competitive fares for riders
- Develop and test product enhancements that improve efficiency and enable growth

Begin by selecting one of the following challenge areas, which represent real challenges you will encounter as an analyst. Use the datasets provided to you to create a slideshow presentation for key stakeholders in which you will (1) develop an educated, data-driven view on the potential issue; (2) design an A/B test to either validate a hypothesis or test a solution; and (3) recommend actionable next steps and other factors we should consider as we plan to solve this challenge.

Optimal Driver Positioning	Competitive Rider Fares	Marketplace Optimization
City X's GM is concerned that we are not appropriately notifying drivers about the city's demand in certain times and geographies.	The city team in City X believes that the existing promotions (rider-only discount) in place for riders are not financially effective.	The COO travels to City X and reports back that pricing is all out of whack, specifically that driver earnings are unstable and rider prices are too high.
Present a strategy that could help address this challenge in the city.	Present a strategy to identify current issues and improve the cost effectiveness of rider promotions.	Present a strategy to explore the current situation and present your findings to the local Ops team.

This project is meant to reflect the type of exploratory work a Marketplace Data Analyst will do to tackle operational problems related to marketplace challenges. Your presentation will be scored based on data cleaning, aggregation, and analysis; identification of key patterns and trends; strong and relevant experiment design; recommendations including actionable next steps; and acknowledgement of other factors or considerations.

## DELIVERY

Please limit time spent on this exercise to 8 hours. Upon completion, share your analysis, A/B test design, and recommendations in a slideshow presentation. Please include links to or attachments of any source data / manipulation of external data (if applicable).

The next step in the process will be a 30-minute review of this exercise with a member of the team. You will walk your interviewer through your presentation for the first 10 minutes, and the last 20 will be set aside for questions.