

Analyst Assessment

This assessment is assigned to you to allow the Director of Data and Analytics to get a window into how you approach an analysis germane to what we do here at Who What Wear.

Stakeholders at WWW are typically most interested in three questions: Who is our audience? Where did they come from? What did they do when they got here? This assessment aims to test your competency in answering those questions.

Dataset description

- Data for this assessment is Google Analytics hit (pageview) level data, by date and by article title. Field descriptions below:
 - Date - year, month, day of hit.
 - Page Title - article title that was viewed by user
 - Age - age of user that visited the site
 - Gender - gender of user that visited the site
 - Source/Medium - the referral source of the hit or the website that the user was on before visiting whowhatwear.com
 - Pageviews - a hit of a url on our site that is being tracked by the analytics.js tracking code.
 - Unique Pageviews - represents the number of sessions during which that page was viewed one or more times.

With the dataset provided, develop audience and content insights that describe:

- Who is our audience? What demographic segment represents our core audience?
- What content resonates with her? What are the themes and frames that drive engagement?
- What are the channels that are driving engagement? Which traffic sources should we lean into, which traffic sources should we deprioritize?

Assets that you will deliver:

- Workbooks, notebooks or scripts that display any transformation and analysis steps.
- Datasets that display various stages of your work - raw data, transformed data, data segmented for analysis.
- Summaries, visualizations, decks or any other material that speak to your results.

Timing:

- ASAP but at your pace is acceptable as you will be judged on your results, not necessarily the time it takes to complete the task.