In this folder you will find a data set from google analytics which summarises weekly data for certain metrics on our website.

The metrics provided are for goal completions on the site. There are two goals:
- Press an app store button to visit Apple or Google play stores
- Get a quote for fuel (this is divided into those who started a quote, those who finished and those who saved a quote
- Visitors to the site

Each metric is divided into a different channels of how people arrive at the website

During the interview you will be asked to present an analysis of this data that answers the following questions:
- What was each channel's contribution to app store visits and saved quotes over time?
- How does quote conversion vary by channel (conversion is the rate of saves versus visitors)
- Which channel is most critical?