# Rappi Data Analyst Challenge

## The Challenge

You are given a sample of 3 days of anonymized interaction events and order transactions. Your task is to understand the data and show us patterns and insights to further tune our solutions.

For that purpose, you will have to:

- Download and parse the data
- Insert the CSV files into a SQL Database.
- Understand (research if needed) what is being asked to calculate
- Write legible, reproducible and efficient solution to compute those metrics
- Report the results with the appropriate tables and plots

# Given Dataset

**Analytics events:**

- timestamp: time registered for the event
- session_id: user session identifier
- obsf_user_id: rappi user identifier (obfuscated)
- event_type: analytics event type
- obsf_store_type: store type related to the event (obfuscated)
- platform: device platform (android, ios, etc.)
- event_source: previous analytics event which generate the actual event
- keyword: keyword query searched in case of search events
- obj_id: search session, a user can search multiple keywords inside the same session

**Order products:**

- order_id: order identifier
- product_id: product identifier
- obsf_user_id:  user identifier (obfuscated)
- Payment_method: payment method: credit, cash, etc.
- Total_value: order monetary value
- created_at: time registered for the order creation
- store_to_user_distance: distance in meters from store to user
- obsf_store_type: store type for the user (obfuscated)

## Example funnel:

Select store type -> view store type -> local search -> view product description -> add to cart -> order placed confirmed.

**Note**: some of the events are optionals, for example the user can add to cart without viewing the product description.

## Some example metrics/questions:

1. Conversion rate by searched keyword
2. Top searched keywords
3. Top sold products
4. Top products and/or searched keywords per store type
5. Top products with view product description
6. ETC!! We expect you to add more metrics, insights or patterns!

# Results delivery

1. **The main deliverable is a Report with your answers**.

   And accompanying details, such as criteria used and neat plots.

2. **You may use any language, tools, and cloud services you want.**

   a. We would like to see your code or implementation.

3. **You will have a 30 minutes presentation to show your reports and dashboards.**

4. **We expect to receive your work within 7 days since we send you the challenge.**

# Documentation

We encourage you to write down every step down the road. Design decisions, references you used, difficulties and insights, and partial results.

What other databases or information would be interesting to join the available datasets to go deeper in the analysis?

If you have any doubts, feel free to contact us at maximiliano.illbele@rappi.com - darwin.ramirez@rappi.com