VICE – Audience Development – Case Study Instructions

**You have been given four files:**

1. **Case Task**: The document that you are reading now, includes data definitions.
2. **advertisers:** A table of select VICE Media advertisers.
3. **advertising\_performance**: A table of performance associated with VICE Media advertisers.
4. **source\_channels**: A table of Acquisition Sources leading to interactions with a VICE Media advertiser.

**Your goal:**

1. Utilizing your preferred data tool, process the above tables into a usable infrastructure environment to conduct further analysis.
   1. You may use any tool or language that you like which requires some level of coding (R, Python, SQL, …)
2. Off of your infrastructure from step 1, create a *high level* dashboard or analysis to explain trends in recent performance (the team make up is of your choosing).
   1. Though not comprehensive, example executive teams could include, audience acquisition (Marketing), advertising performance (Rev Ops), and advertising sales (Sales Ops).
   2. The presentation should be user friendly and have a clear goal in mind.
   3. Be prepared to speak about the analysis you undertook, ensuring that you are ready to discuss specific use cases. *Depth of an analysis is more important than breadth of the data you leverage*.
3. Also, be prepared to explain your chosen back end infrastructure, why you chose it, what challenges/opportunities you foresee in the future, and any questions around the data itself.

If you have any questions on the case, or when you are comfortable with your results, submit to jack.hansley@vice.com and get it off your plate.

We’re looking forward to seeing your results!

**Data Definitions:**

**advertisement\_id:** The unique id of the advertisement ran.

**advertiser\_id**: VICE’s unique identified for their advertising partner.

**source\_channel\_id**: The acquisition path (last click) which led VICE audience member to an advertisement.

**fiscal\_week:** The fiscal week in which the ad was running.

**retailer\_name\_on\_ad**: Whether the name of the retailer appeared in the ad (Binary, T/F).

**brand\_name\_on\_ad**: Whether the brand of the advertised product appeared in the text of the ad (Binary, T/F).

**website\_ad\_rank:** The average rank of the ad on VICE’s website, measured across unique placement locations (perceived that higher placement = better).

**ad\_impressions:** The number of times anadvertisement was seen on VICE’s website.

**ad\_clicks:** The number of paid clicks that an ad received.

**ad\_conversions:** The number of audience conversions (based upon a success action defined by the advertiser) that came from the paid clicks.

**total\_ad\_spend:** The total amount of money spent on each ad in a given week.

**advertiser\_name:** VICE’s advertising partner.

**advertiser\_tenure\_with\_vice:** The number of total weeks (rounded) an advertising partner has ran ads on VICE’s website.

**channel\_name:** The acquisition path which led audience members to VICE’s website (last click).