

# AA 2020 Data Challenge - Questions

## Challenge

### Challenge Instructions

- Download the datasets using the [download link](#)
- Alternatively you can go to [this Google drive folder](#) folder and download the datasets zip file.
- You may conduct the analysis using any programme or language you're comfortable with
- You will need to join the three datasets
- Answers should include descriptive analysis and plots / visualisations, as well as analyse driven recommendations where appropriate
- Feel free to look for additional trends in the data
- Aim to spend 2 - 3 hours on this

### Submission Instructions

- Deadline for submission is 11am BST 22nd October
- You should submit your work using the [submissions link](#) for your team
  - Only make a single submission per team - if you have multiple files, upload them as a folder instead
  - File(s) should be a word document or a presentation
- Single file upload:
  - Prepare your submission file
  - Save it with <Team Name>\_<Team Number>[.doc/ppt] naming format
  - Open [submission link](#) in browser
  - Upload your file
- Multiple file upload:
  - Prepare your submission folders
  - Create a folder called <Team Name>\_<Team Number>
  - Copy your files into the folder
  - Open [submission link](#) in browser
  - Upload your folder
- The four Facebook judges will assess the best three submissions by the time we reconvene for the second day

### **Challenge Questions [Out of 20]**

- What does the average FB user look like? [2]
- How do users of each Product differ to the average user? [4]
- What is the growth of both products? Also analyse trends in age/ gender [5]
- What is the probability of buying a second Product, given a user has already bought one? [4]
- What are the growth opportunities for each Product, and what segment(s) should we target in any marketing campaigns? [5]

All the best !