

Hello!

This task is meant to serve two purposes: it enables us to learn about your approach to data analysis, and it provides you with a chance to experience a real problem similar to those that the BA team might face.

Overview: Our marketing team manages campaigns across multiple channels to bring in home-seekers to our marketplace. In this task, you're asked to analyze **paid** visitor sessions covering a period of eight weeks, and compile a short report summarizing your evaluation of the health and quality of the traffic. You're also asked to provide specific recommendations for the marketing team to optimize their work.

Data: In [this sheet](#) you'll find the following tables:

- *User_sessions*, summarizing user activity by day; if `is_session = TRUE`, the user visited the site at least once on that day. You can assume none of the users have visited the site at any time before the earliest date that appears in the table.
- *User_sources*, documenting the channel through which the user was first acquired.
- *Campaign_costs*, showing the average cost per user of each marketing campaign.

Deliverable: Please submit the following, in the format of a report or summary deck:

- Your analytic assessment of the state of the product's paid traffic, using commonplace metrics that seem most appropriate;
- Data-based recommendations for the marketing team to extend, optimize or replace their running campaigns;
- If needed, a technical addendum describing your analysis methodology, any assumptions you've made, data clean-up etc. You may make any assumptions about the data, the product or our business model that seem necessary, as long as you share your thinking.
- Please include any supporting charts as you see fit. You are welcome, though not required, to share your spreadsheets or analysis code.

We've found [this user growth accounting framework](#) helpful when performing similar analyses in the past; you are welcome to use it, though alternative approaches are certainly acceptable.

The task should take no more than 3-6 hours; please use that as a benchmark for the required scope of the work. Feel free to reach out with any questions to tomerk@madlan.co.il.

Good luck!

