Yonder Technical Test

Tasks

We’d like you to have a look at the attached dataset and perform some tasks:

1. **Exploratory analysis**: During your exploratory stage, can you tell us:

* How many respondents in the UK think Bobbi Brown offers good value for money?
* Out of all respondents how many agree that at least 3 brands embrace diversity?

1. **Regression/Key drivers**: Run a regression with recommendation (Q.15) as the dependent variable and all of the variables in Q.16 as the independent variable for the brand Charlotte Tilbury.

Interpret the results, as well as the implications and limitations.

1. **Anything else**: what more do you think could be done on this dataset? What additional analysis would you suggest and how would that benefit the client?

# Programming language

You are free to do the analysis in the programming language of your choice, be it Python or R or a combination of them. Either way, we want to see your documented code as one of the deliverables.

# Presentation

Besides the script, we’d like you to present the findings in the format of your choice. The audience will be a mix of non-technical and technical audience.

If you are successful in the first stage, you will be invited to the second stage, during which you will present the results to our team.

# Timing

You have one week from the receipt of this task to complete. If you require more time, please do let us know.