

Krikey Code Challenge

Data Scientist Role

This challenge will be due 72 hours after receipt by candidate. Please email us a link to a project on a site such as GitHub or Bitbucket, to careers@krikey.com. Please make your GitHub public so we can access it!

Please try each question and go as far as you can, we're more interested in how you think than getting a complete solution.

Part 1: Exploratory Data Analysis

Imagine that in your role, you have been asked to analyze user data graphically to report interesting findings and correlations. Please download the dataset at <https://drive.google.com/drive/folders/1hSHQVI380yYS0CzIDzpYFnCvXHenXH2G> and feel free to use complementary datasets as well.

In this portion of the challenge, we are looking for you to:

- show us your creativity in asking rigorous questions
- your methodology for executing analysis

Part 2: Two-Page Write Up

Imagine that you have to present your analysis to the executive team. Please write up your results in a two-page summary. Your report should include the following:

- **Data Cleaning** - did anything stand out about the data that should be investigated further?
 - Please also provide here **analysis details** - findings, methodology, limitations, charts, source code
- **Product recommendations** - based on your time playing the Krikey app and your knowledge of the data at hand, what are some high impact product changes you would recommend?
- **Next steps** - outstanding questions or interesting ideas you think the team should explore

Part 3: Krikey App Data Projects

Please download the Krikey App. After exploring the app for a few minutes, please list out the first 3 analytics reports you would generate and how they would contribute to the app's overall growth and retention. Please keep this section to less than a page.