**Analysis Department test**

# Part 1

Answer the following questions according to the data in the excel file “analysis task”. Save calculations in the file.

1. Marketing – in sheet “Marketing” you have data for campaigns.  
   The campaigns goal is to attract new customers that will use the product and make the maximum deposit amount- each customer can deposit several times.

* Cost – Total cost which was spent by the campaign ($).
* Leads – new registrations
* New Customers – Number of leads who deposited for the first time
* Deposits Amount – Total deposit from the clients

1. Add new columns with relevant calculations / KPIs
2. Share conclusions and recommendations towards efficiency and profitability
3. Mention what additional info you would require in order to make better investigation
4. Sales – in sheet “Sales” you have data for campaigns.  
   Sales agents are handling leads in order to convert them into new customers.

* Leads – new registrations
* Platform – leads who logged into the platform
* Deposit page – leads who logged into the deposit page
* Deposit failure – unsuccessful deposit attempt
* New client – deposit – number of successful first deposits

1. Add new columns with relevant calculations / KPIs
2. Share conclusions and recommendations towards efficiency and profitability
3. Mention what additional info you would require in order to make better investigation