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**Challenge Product Analyst**

(2 Pages)

Thank you for applying for a position at ResearchGate. The following challenge should take you approximately 3 hours to complete.

You can use any analysis tool that you are comfortable with to analyze the data.

Please submit the summary documentation of your most relevant findings to [elisabeth.reitmayr@researchgate.net](mailto:elisabeth.reitmayr@researchgate.net) at least one day prior to your next interview with us.

Q1. Data Analysis

The following questions will relate to the dataset "ChallengeData.xls" you will have received along with this challenge that relates to the following hypothetical scenario:

You own a company selling bio-products like antibodies online, to scientists. Approximately 4 months ago you ran a test on a page on your site asking users to register and encouraging them to purchase antibodies. There were three variants of the page, A, B & C and based on which page the person saw they were then moved into different cohorts of the same name*.* The attached data shows what information the user provided while registering and their purchasing behavior in the subsequent months. Assume the cost of antibodies are always the same and all users who saw the page signed up, although not always providing the same level of information. Start by plotting the data in any way you think is useful and use these graphs to justify your answers to the following questions.

Q1a: If the goal of the experiment was to sell more antibodies, which variant (A, B or C) will you pick as the winner? Justify your answer. (Please note: To “watch” an item means that the user marks it as relevant on her / his watch list.)

Q1b: Can you identify any interesting patterns in the information provided or purchasing behavior of the cohorts? Please describe the hypotheses / research questions you analyze and any theories that could explain the patterns you observe.