**Dataset A**

We aim to understand your process as a data scientist. Our project involves data analysis to inform decision making.

**Task**

For this study, think of yourself as a data scientist for a company that runs a large shopping  
website (e.g., Etsy).

The dataset you are given is the entirety of the data the company has on customer information.

Your task is to find any reliable observations that the company’s marketing and customer growth team can use to understand their customer base or target ads, promotions or other activities.

Make sure to follow best practices for finding and testing relationships you observe.

Please analyze this data using a *computational notebook*, either R Markdown or a Python notebook. Please include \*ALL\* the work you do during the course of analyzing the data. Do not omit anything, even if the work has a mistake or doesn’t lead you anywhere. To make clear your conclusions, please mark your conclusions with “CONCLUSION:” before writing your conclusion in English. For instance, a conclusion would look like “CONCLUSION: The sky is blue.”

**Deliverables**

Submit the notebook that contains all your work and conclusions.

**Time**

Spend no more than 30 minutes analyzing the data in your computational notebook. You are free to stop before the 30 minutes are up.

**Data**  
The dataset contains the following attributes:  
*Demographic information about a user*  
Age  
Region  
Income  
Education  
*Behavioural information about a user*  
Min on site: Average amount of minutes a user spends on the site per visit  
Nr of visits: Average number of site visits per month  
Purchase amount: Average dollar amount a user spends per purchase  
Purchases: Average number of purchases per month  
Mobile: Has the user visited the site from a mobile device (0: No, 1: Yes)  
Ad campaign A: Did the user make a purchase after seeing ad campaign A (0: No, 1: Yes)  
Ad campaign B: Did the user make a purchase after seeing ad campaign B (0: No, 1: Yes)  
Design: Which color scheme of the site did the user see