

HW Assignment - Data Scientist/Data Analyst

Note: You will be given access to data describing: a) the per-minute traffic to client XYZ's website, and b) TV commercial airings. (You will be receiving an email later today with your access credentials). Please answer the questions below, preparing it into a presentation.

We would like to gauge the performance of TV advertising for company XYZ.

1. Devise a method for calculating the website traffic that is attributable to TV advertising.
2. Devise an appropriate metric for measuring TV ad performance.
3. Using code, calculate your metrics for the above approaches.
4. Present your findings, including working code.

Feel free to reach out if you have particular questions on elements of the assignment. You will also be given access to a sample client dashboard (see below), which should give you some insight into potential methods for evaluating tv traffic baseline and lift. Please review that dashboard and see if you have any suggestions on things we can do to improve it. We will discuss this with you at the end of your presentation.

Good luck!

Data Access:

Download both files from https://drive.google.com/open?id=1xKCw_iNh0u9c7Rd7sZ8X-CcZcBiY3_3u

Dashboard Access:

We have provided you access to a sample dashboard report for company XYZ. The data was only populated from mid Oct 2016 through mid January 2017, so you should change the time range accordingly to view data.

Go to <https://www.tatari.tv/dashboard/xyz?start=2016-12-1&end=2016-12-31>

Your access credentials are as follows:

email: candidate@tatari.tv

password: candid8te