

Lyst Analyst Task

Task

You will have received access credentials (a username and password) to a Snowflake database link: <https://fs67922.eu-west-1.snowflakecomputing.com/>

If you are having problems connecting to the database or executing a SELECT query against any of the tables listed below, let us know.

Inside the database, you will find tables “**visits**”, “**tracks**” and “**purchases**”.

The tables have a sample set of data, which closely relates to Lyst. Most fields are self-explanatory, but we have clarified some that may not be known in the Dataset section.

Please analyze the data set and offer any insights that you find based on your analysis.

You should take **no more than 2 hours** doing analysis and the write-up.

The analysis, insights, graphs and all SQL statements you used to generate them should be **collated in a Google or Word document and sent back.**

Dataset

Visits

A visit starts when someone comes to our website, and it ends when they leave for over 30 minutes.

Fields:

- visit_time (start of the visit)
- visit_id
- device_id
- traffic_source (where did the user come from, ex. if they came from Google search results, that would be SEO)
- pages_viewed

Tracks

A track is when a user clicks out from the Lyst website to the retailer selling the product.

Fields:

- track_time
- track_id

- visit_id

Purchases

A purchase follows a track and defines when a customer actually buys an item through one of our affiliated retailers.

Fields:

- purchase_time
- purchase_id
- track_id
- quantity
- gross_merchandise_value_usd
- commission_usd