



Product Analyst Case

The purpose of this case is for you to showcase your structural and analytical skill-set with data, as well as your understanding of the Mentimeter product.

We expect that you to spend no more than 1-2 hours on the following tasks:

- Set up hypotheses, assumptions and reasoning for understanding the results of an A/B test at Mentimeter.
- Give a recommendation on which treatment to roll out to all users (if you had to pick one).
- Prepare for a 10 minute discussion where you present your findings, should you be selected for an in person interview.

Feel free to include any follow up questions or additional data you would want to make a more informed decision around this test.

Good to know

The data you have been provided is fictitious and insufficient for you to provide a “correct” answer, the case is more about how you structure this task, analytical capability and business understanding.

Instructions and evaluation

Please document and send us your answer. It is up to you to choose a format for your report. Examples include a slide presentation (Google Slides/Powerpoint), a Menti, a Jupyter notebook, a word document etc. We recommend that you keep it to the point, at a level appropriate for a 10 minute discussion with a Product Manager for example.

We will evaluate your case and based on it decide whether or not you will move on to the next step in the recruitment process. You will present your findings during the 2nd (competence) interview if selected. During the competence interview we will also test some technical skills that you might use to create the data below, such as SQL and programming.

Best of luck!

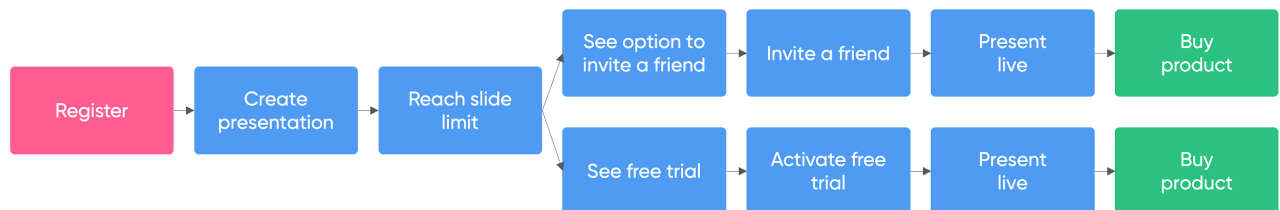
The Mentimeter Team

A/B test description

Mentimeter recently ran an A/B test where we evaluated giving users a free trial vs having them invite a friend in exchange for extended free functionality. The target was to have 25K users in each group.

In the Mentimeter presentation editor, a pop-up with a message to upgrade shows up when users under a free account reach the limit of two questions. A test was designed to see whether providing a trial option or a refer-a-friend offer in this pop-up would drive better activation (definition of activation: users present live in front of an audience) and/or conversion (pay).

An example of the *ideal user flow* for this test is:



Test results

Results in each treatment group:

Treatment	Total number of unique users	Total number of unique activating users	Total number of unique paying users	Total amount paid
friend	23201	6563 (28.3%)	375 (1.6%)	\$54329
trial	23198	6936 (29.9%)	278 (1.2%)	\$40112

Results in the funnel:

