

## # Data Team At-Home Assignment

### ## Overview

You've been provided with four datasets representing activity from our marketplace platform. Your task is to analyze the conversion funnel from search to successful payment and provide data-driven insights about our business.

### ## Dataset Description

The data consists of four tables:

1. **all\_search\_events**: Contains records of search events
2. **view\_listing\_detail\_events**: Contains records of when listings are clicked from the search screen
3. **reservations**: Contains records of booking requests and payments
4. **amplitude\_user\_ids**: A foreign key table for user IDs

### ## Assignment

1. **Provide business recommendations**
  - Based on your findings, what are 2-3 key recommendations to improve conversion?
  - What additional data would you want to strengthen your analysis?

### ## Deliverables

1. **A Python Notebook Published to Github** with:
  - SQL and python code to transform and clean the data
  - Key findings from your analysis
  - Visualizations supporting your conclusions
  - Business recommendations based on the data

Good luck!