Faire Direct Analytics Case

What is Faire Direct?

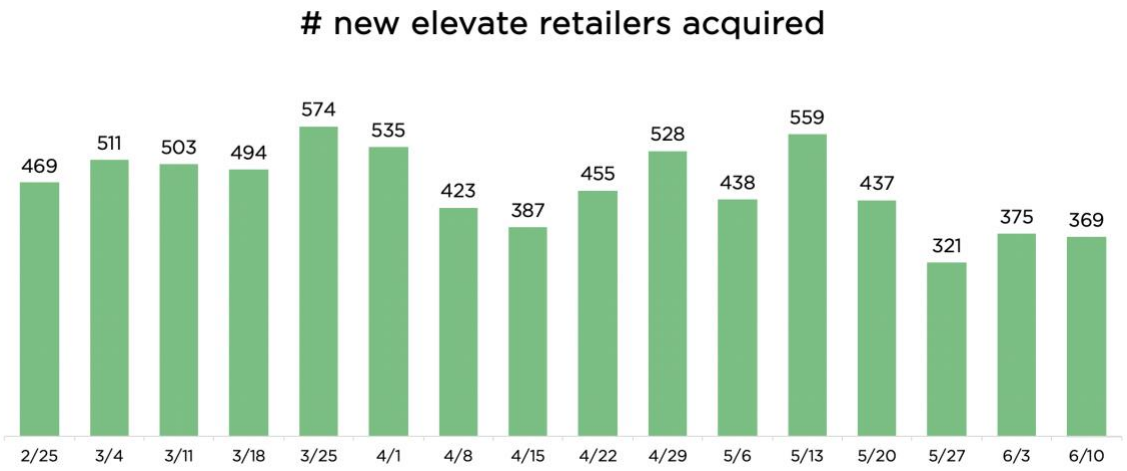
Faire Direct (formally known as Elevate) is the main retailer (demand) acquisition strategy for Faire. It is a viral loop that works as follows:

1. Faire incentivizes makers to invite their existing customers (retailers) to Faire:
    - The maker gets 0% commission on all orders from that retailer forever
    - The retailer gets $100 off their first order and free shipping for a year
    - The retailer gets free returns on their first order and Net 60 credit terms
2. Makers can send an email via Faire (or share their private link directly) to their existing accounts (retailers who have already ordered from them) and leads (retailers who have never ordered from them)
3. If retailers open the email and click through, they reach the maker's page on Faire and are prompted to sign up for Faire
4. Faire acquires a new retailer once that retailer has signed up and placed their first confirmed order. Faire can then market other makers (non-competitive with the referring one) to that retailer and any order from the retailer to a non-referring maker generates commission.

Prompt

The base metric of the Faire Direct viral loop above is the number of new retailers that place their first confirmed order in any given week.

In recent weeks, this number has gone down. You have been tasked with investigating the cause of this decline, and you have pulled relevant data. You can access this data here.



Dataset

There are ~230K rows in the dataset. Each row represents a unique click on a brand's Faire Direct page (e.g. from a retailer clicking through an email). If a retailer signs up for Faire, then that click will become a confirmed brand relationship and will include a retailer id. This relationship between the brand and retailer will be a unique tuple, i.e. there will be no row with the same brand_id *and* retailer_id.

Each click includes data on that particular brand such as the date it joined Faire, its stockist count, and which team manages the relationship.

A given retailer will only appear once in the dataset (if two makers refer the same maker, only the first created relationship will be there, so you don't have to deal with duplicates). The dataset includes the date that the

retailer signed up, the date they placed their first confirmed order, and how much they have ordered lifetime.

The column specification is as follows:

Field	Definition
Brand_id	Unique identifier for each brand that shows which brand had their page clicked by the retailer
Retailer_id	Unique identifier for each retailer. This field will be non-null if the retailer signed up for Faire with this brand
Brand_relationship_id	Unique identifier for each click on a brand's Faire Direct page. Each of these line items is a click on a brand's Faire Direct page
Brand_relationship_created_at	Timestamp at which the brand page is clicked
Brand_relationship_confirmed_at	Timestamp when the brand relationship is confirmed, meaning the time at which the retailer signs up
Confirmation_reason	Reason for confirming the brand relationship. If this equals "SIGNED_UP" then we directly attribute this brand - retailer relationship to a sign up. If this does not equal "SIGNED_UP", the retailer did not join Faire through a Faire Direct link, but their first order was a Faire Direct order, meaning we count them as joining Faire through Faire Direct
Normalized_referer	This is the normalized path of the referring URL, indicating if the retailer came from the brand's website, via Facebook, or via Instagram
Outgoing_email_id	If this is not null, it means that the retailer clicked on the link in an email sent from our systems. If this is null, that means that the retailer clicked on this link outside of our email system
Email_sent_at	A timestamp of when the referring email was sent
Brand_relationship_order_id	Unique identifier for the first order between the brand and the retailer
Retailer_signed_up_at	A timestamp of when the retailer signed up for Faire
Retailer_placed_first_order_at	A timestamp of when the retailer places their first order, whether or not the order is confirmed
Retailer_placed_first_confirmed_order_at	A timestamp of when the retailer places their first order that was confirmed. We consider acquired

	retailers to be those that have placed a confirmed order
Power_retailer_converted_at	A timestamp of when the retailer has placed an order with four different brands, an indicator that they will continue to use Faire
Retailer_gmv	The total lifetime order amount of the retailer
Retailer_business_type	An indicator for whether the retailer has a brick and mortar presence or is only online
Brand_stockist_count	The self-reported number of retailers that a brand has when they join Faire
Brand_first_active_at	The date that a brand joins Faire and their page goes live
Brand_adopted_elevate_at	The date at which the brand first uses Faire Direct (formally called Elevate), either uploading an email or getting their first confirmed relationship
Power_maker_converted_at	The date at which the brand receives their fifth Faire Direct order from 5 distinct retailers. This is an indicator of Faire Direct retention
Account_owner	This field indicates which team at Faire manages the account. "Enterprise Maker" are accounts managed by the Enterprise team and have at least >500 stockists. "Maker Success" are managed by our success team and focus on makers with >50 stockists. "Control" is a control group for Maker Success. "Small maker or other" are all of the other makers that are not actively managed by one of our team's or in the control.

Questions

- What are some of your hypotheses about the underlying cause of this decline?
- What are some product ideas you have about how to bring this number back up?

Tips

- Your memo should be max 1,500 words and you should not spend more than four hours on this exercise
- Your document should have a clear structure and use data to tell a story
- Each hypothesis should be supported by relevant data points and compelling data visualizations
- There should be a clear tie between your hypotheses and product recommendations
- Your ideas to bring the number back up can be a mix of additional qualitative/quantitative analysis and product recommendations. However, please include at least 3 specific product ideas for how to bring the number back up.

Logistics

You should not spend more than four hours on the exercise.

- The datasets are available here as csv datasets. Please upload them into a database (mySQL, Redshift, Postgres, etc) of your choosing, or alternatively into a Python or R dataframe for analysis.
- Please include your code as an appendix to the memo, or share the source of your Jupyter Notebook/ R Markdown file.
- If you're using code (e.g. Ggplot or Altair or other visualization libraries) to generate charts and visualizations, please include that as well.
- Submit your test to the Greenhouse link when it's done! (you can attach the memo, link to a Github file, or any other way you prefer).

Send an email to **jolie@faire.com** or text (516) 458-9656 if you have any questions or need clarifications.