

## Matiks - Data Analyst Task

Thank you for your interest in joining Matiks!

This task is designed to assess your ability to extract actionable insights from raw data, visualize it clearly, and communicate your findings effectively - just like you'd do in the actual role.

Dataset:

[https://docs.google.com/spreadsheets/d/1NyFJYCi5wF8QD0FlfxlyvYKksnnbKExzXOjioE\\_1hWA/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1NyFJYCi5wF8QD0FlfxlyvYKksnnbKExzXOjioE_1hWA/edit?usp=sharing)

### Task Objective

Analyze user-level behavioral and revenue data ([dataset](#)) and help us understand what's working, what's not, and where the opportunities lie.

### What You'll Work On

#### 1. Build an interactive dashboard

- Track DAU / WAU / MAU
- Visualize revenue trends over time
- Provide breakdowns by device type, user segment, or game mode
- Use any tool you're comfortable with (e.g., Tableau, Power BI, Streamlit, Looker Studio)
- Share a live link, video walkthrough, or annotated screenshots

## 2. Identify and summarize key insights

- Behavioral patterns (e.g., active days, usage frequency)
- Early signs of churn (e.g., time gaps, short session users)
- Characteristics of high-value or high-retention users
- Suggestions on how we could improve retention or revenue

## 3. Create a short insights report (3-5 slides/pages)

- Highlight top findings with supporting visuals
- Include brief recommendations backed by data
- Keep it focused and actionable

### Bonus (Optional)

- Cohort analysis using signup/first seen date
- Funnel tracking (e.g., onboarding → first game → repeat session)
- Simple clustering for user segmentation (e.g., frequency vs revenue)

### What We're Evaluating

- Quality of insights and thinking
- Ability to turn data into narrative
- Dashboard usability and clarity
- Visual communication skills
- Strategic thinking based on real metrics

Suggested time: 3–5 hours