**Information**

1. You have access to 3 files- stark\_imp, stark\_click, stark\_install which has raw data for impressions, clicks and installs for the advertiser Stark Ind.There is another file named “Country Mapping” which has mapping from Country ID (number) to Country code
2. stark\_install has both attributed and non attributed install data (defined by can\_claim=1/0)
3. Unique Id column is a unique common value across stark\_imp, stark\_click, stark\_install. You can use this value to map an attributed install to a click and impression. In case you find two rows of same “Unique Id” in the same file (say stark\_imp), you can ignore duplicate values and use only one value/row for your analysis
4. “Raw User Id” is the common id to identify a user

**Task**

1. Based on your analysis, suggest top 2 “targeting criteria” that a campaign manager should use to achieve maximum installs with good performance. The targeting criteria should be limited to maximum 4 variables

Eg. Targeting criteria 1- Target country (194) + Device\_Model (5090) + Hour (15-21) + Creative\_ID (50276142, 50276138, 50276141)

Please explain the rationale of why this is the best targeting criteria in your opinion. Any graphs, visual cues etc will be appreciated

2. What is the optimal range of impression frequency cap the Campaign manager should set to get most installs with good performance? Assume frequency cap can be set only on a daily basis.

3. Wow us with any other insights that you can find