Product Analyst -- Remote Interview Task
Candidate Instructions

Background

In December 2016, Improbable unveiled the SpatialOS Games Alpha - enabling any developer to sign up and try out the platform for free.

In February 2017, the SpatialOS Beta was released at the Games Developer Conference, including Unreal support and opening the Games Innovation Program in partnership with Google.

These two announcements, and the ability for anyone to try out the platform for free (users previously had to be vetted by the Improbable sales team) led to an influx of users, and a requirement to report to the executive team on the uptake of the platform and activity patterns of users.

Task

Attached are two CSV files with dummy data to use for this task
- *leads.csv*: When a user signs up for SpatialOS a Lead record is created for them in Salesforce. This file contains all lead records with relevant attributes. The status field is set by the business development team as such:
    - 1 - New: We have not reached out to the lead either because we haven't gotten around to it yet or we have deemed they are not in our target market or high enough priority
    - 2 - Contact attempted: We have reached out and not yet heard back
    - 3 - Contact made: We have established a conversation with the lead
    - 4 - Nurturing: The lead is a good fit and we are developing the relationship in the hope of converting them to an opportunity
    - 5 - Converted to Opportunity: The lead has been converted to an opportunity, at which point we have a support team dedicated to their success on SpatialOS
- *events.csv:* This file contains all product usage events generated by the sample of leads. Doing the SpatialOS onboarding may help understand what these mean.

Using the background provided above, any additional research or experimentation you may have done on SpatialOS and the relevant markets, please:
- Construct a report for the executive team to help them understand the health of SpatialOS from a product usage perspective, focusing on user onboarding and retention. We are interested in the kinds of questions you seek to answer, and how you present the information
- Provide recommendations to the executive team based on this data
- Detail any work you have done to get to these results (by providing scripts / workbooks / etc.) and any assumptions you have made
- Your report will be reviewed by the team after which you may be invited to present it in an onsite interview

Technology

You may use your tools of choice to process the data and render the report; providing a presentation, pdf or html result will suffice. If you prefer to use an interactive/online platform please consider how you will provide us access to evaluate your submission.

You may be asked to present and discuss your output at a future interview stage.

Good luck, have fun!