Problem Statement:

- The data provided contains checkout data and relevant user information for an e-commerce platform. Using the data provided please answer the following questions:
  - What factors contribute to users making a purchase? Provide at least the top 2 contributing factors and calculate their potential impact
  - What factors contribute to users generating higher basket amounts? Provide at least the top 2 contributing factors and calculate their potential impact
- Summarize the findings to be presented as recommendations to stakeholders. Focus on what actions we can take to improve conversion & basket amount.

Additional information for the candidate

- The candidate is expected to finish the task given in this folder within 7 days, started from the recruiter sent the task to the candidate.

- The candidate is expected to optimize the use of data sets given in this folder to finish the task.

- The candidate is allowed to use any other external and/or additional data sets and/or relevant information to finish the task

- The candidate is expected to find all information in the folder to finish the task. Otherwise, the candidate is allowed (i) to make any relevant assumptions; and/or (ii) to state his/her own definition or interpretation; and/or (iii) to find any complementary or supporting information somewhere else. In that case, we expect the candidate to state all those points on his/her report.

- Please kindly prepare a report (can be in .pdf and/or .ppt and/or tableau visualization and/or Jupyter notebook. Possible complimentary file: scripts (optional)) as such our fellow Data Scientists would easily understand your techniques to solve your predetermined business problems. We would expect you to provide executable insights that are driven from the data analyses results and have high business values.

- Please do not include all the files in this folder (i.e. data sets and instruction files) when you are submitting your report.

Data Definition

data	data_category	description
basket_amount	event	normalized basket amount
is_paid	event	flag to indicate whether the user paid the transaction
is_remitted	event	flag to indicate whether the transaction was completed
purchase	event	flag to indicate whether the user made the purchase
time	event	time at checkout page
trx_is_voucher	event	flag to indicate whether the user made the transaction using voucher
voucher_amount	event	normalized actual applied voucher amount
voucher_max_amount	event	normalized max voucher amount of the applied voucher
voucher_min_purchase	event	normalized minimum purchase amount of the applied voucher
voucher_percentage	event	percentage of the applied voucher
voucher_type	event	identifier for voucher type
voucher_valid	event	identifier whether the voucher applied is valid
account_created_at	user	timestamp when the account was created
account_type	user	user's account type
aov	user	normalized average order value the user has had prior to the checkout event
average_session_length	user	normalized average session length of the user prior to the checkout event
gmv	user	normalized total amount spent the user has had prior to the checkout event
is_new	user	flag to indicate whether the user has purchased prior or not
marketing_tier	user	identifier to indicate user lives in what city marketing tier
num_product_types	user	normalized number of product types the user has purchased prior to the checkout event
num_trx	user	normalized number of transactions the user has had prior to the checkout event
num_trx_voucher	user	normalized number of voucher transactions the user has had prior to the checkout event
num_visit_promo_page	user	normalized number of times the user visits promo pages
num_voucher_errors	user	user flag to indicate how many times the user has encountered some kind of voucher error
province	user	identifier for user province
referrer_type	user	user's account referrer type
sessions	user	normalized number of sessions the user had prior to checkout event
user_group	user	user group the user belongs to
user_id	user	unique user identifier
user_purchased_prior	user	user flag to indicate whether the user has purchased previously in the same month
user_register_from	user	user's registration platform
user_type	user	user type the user belongs to