Onboarding Test:

This assessment is to determine the likelihood of a candidate being successfully on-boarded as part of the Hyve Data team.

The assessment is a mix of theory and practical implementation on staged scenarios. The data provided represents subscriptions and transactions associated with users on three network operators across multiple services. Please check the attached Readme file for a description of the contents of the files.

1. In your opinion what are the most useful metrics for a company using a subscription business model?
2. Apply as many of the above metrics to the included subscription and transaction data you are also free to create new ones based on exploration of the data. Please include any assumptions you make about the data and any findings you make.
3. The network operators have also provided us with latitude and longitude data of the nearest cell towers the user pings most often. Using python and the google maps API write a program to Reverse geocode these locations to give us the City, Province and country of each user. Import results to a MySQL db. Some users in the Cell\_tower.csv file use common Cell Towers can you adapt your python program to not make repeat calls to the API where possible?

Document your program. Explain what it does, why and any technical nuances that you think requires explanation.