Hi, I hope you are doing well please complete this Take-Home Exercise, to proceed for the next Round. PFB Mentioned Exercise which needs to be answered within the next 120 hours after receiving this Email, the answers sent after 120 Hours will be void.

**Take-Home Exercise:**

1. What would you improve about our Nojoto App as Product & Why?

2. There is a data point that indicates that there are more Ola drop-offs at the Railway Station than pick-ups from the Railway Station. Why this is the case and what would you do within the product to change that?

3. How would you prioritize resources when you have two important things to do but can’t do them both?

4. The current Recommendation Engine of Nojoto works on the algorithm which predicts the ranking score of the Videos using certain Variables and then delivers the content to users which is ML-driven, whose csv Is attached below. So kindly answer these questions mentioned below:

* What should be the Top 10 Content pieces for a new user & Why? Irrespective of Genre.( Choose that from the CSV & tell us their Post id)- State the reason behind why choosing these content pieces & based on what variables?
* Which are the Recommendation Engine Variables that should be used to improve the current algorithm which can serve the content better?
* What else Data /Variables we should Capture to make the Recommendation Engine Better (Irrespective of Current Scored Based - RE)
* Is there any other insights that you can pick up, apart from those asked above. Limit yourself to 1-2 only.

(Excel IS in zip file by Name of Recommendation Engine)

5. What should be the Success Metric of Content Creation & Content Consumption, on the Platform Level? (For eg in case of Netflix, Money Heist season 2 Success metrics is the % of people who moved from season 1 to season 2 & watched it.

*- Focus on metrics related to product Success*

6. Kindly pick any dummy datasets and make a Cohort / Pivot using any Tool/Programming Language, and then Send the final output.

**Note:**

Use any assumption/ Creativity / Variable / Create data if required to solve the problem. The speed of the Exercise submission is also a factor which will matter in the evaluation

You can download the app from the Google Play store by clicking here: [Nojoto App](https://play.google.com/store/apps/details?id=com.nojoto.cinco)

**After that fill this form:**

Google Form: [https://forms.gle/3hroxg74B2AXQUXn6](https://www.google.com/url?q=https://forms.gle/3hroxg74B2AXQUXn6&sa=D&source=hangouts&ust=1589389606875000&usg=AFQjCNH9eUPSpQ3OcIBBao5YHrI5ACS0NA)