

User Engagement Analysis - Data Analyst @ Showwcase

Background

Showwcase is an online platform where members of the tech community connect, share their knowledge, work experiences, projects built, people they've worked with - and find new opportunities. Showwcase users can like, follow, comment, and share posts on the platform. The company's goal is to build a platform that encourages users to share, exchange ideas, connect, and learn from other users. Every time a user logs into their Showwcase account, a **new session** begins. In each session, we track how and where a user is engaged on the platform.

Challenge

The product team at Showwcase wants to better understand "**user engagement**" on the platform in the last month (October 2019 in this exercise). You are free to define engagement, find insights, and question any other metrics we can use to understand our approach better. Your role is to present your findings based on the data. Note - The sample dataset may have data integrity issues; if so, you should base your analysis accordingly.

Imagine you will be presenting your final results to the CEO and Product team. Showwcase meetings begin with a "Read together" approach, followed by Q&A and discussion. This means we will spend the first 15mins of the meeting reading your report, spending the other 45mins asking questions, and discussing what you have found. The Product team will want to see your code and technical work - you are free to choose your favorite coding language and tools to analyze your work. **Please do not spend more than 4 hours on this assignment. We want to be respectful of your time and also be fair to all applicants in the process.**

Final Deliverables

- A single link to your published Showwcase project.
 - When you publish this project, make sure you "**Unselect**" the option "**Allow Showwcase to feature my post to other creators on the platform.**" This will ensure that your post stays private to your profile and does not appear publicly on Showwcase feeds.
 - **THIS IS VERY IMPORTANT** - since your project will be available for others to see, which will reduce your work's uniqueness if others copy your ideas, format, etc.
 - Please keep any technical work and outgoing links in your project submission (code, notebooks, slides, etc.). We need to see your code. - You can use the "Link" component for this.
- Email your final project link to **jobs@showwcase.com** by **Thursday, September 17th (12am PST Timezone)**

Available Data

Your dataset will consist of records of each session a user completes and will have the following:

- session_id → unique identification number for each session
- customer_id → unique identification number for each customer
- login_date → the date the user logged into Showwcase for that session
- projects_added → boolean if at least one project was added
- likes_given → boolean if at least one like was given
- comment_given → boolean if at least one comment was given
- inactive_status → boolean if the user was inactive or idle
- bugs_occurred → boolean if a user ran into at least one bug
- session_projects_added → number of projects added
- session_likes_given → number of likes given
- session_comments_given → number of comments given
- inactive_duration → number of seconds a user was inactive or idle
- bugs_in_session → number of bugs a user ran into
- session_duration → number of seconds a user was logged for that session