Product Analyst Intern Test

You'll receive **2 csv files** to complete the tasks below.
First of all, we'll give you some hints of how the **table structure** is:

- **user_behaviour.csv**:
    - event_date: date when the event was realized.
    - user_pseudo_id: unique user identifier
    - Revenue_cat_id: revenuecat unique user identifier
    - Country: country
    - City:city
    - Version: app version
    - Device_name: device name
    - Test_variant: variant of the A/B test
    - Event_name: name of the realized action (**important ones: payment_success, rc_cancellation**)
    - Feature: feature used in some events
    - Paywall_type: paywall displayed in some events
    - Product_identifier: product purchased
    - Ai_cost: some features has a cost
    - Event_timestamp: more detailed time field
- **Revenuecat.csv:**
    - revenue_cat_id: unique user identifier.
    - country: user country
    - product_identifier: product user purchased for.
    - start_time: subscription start day.
    - end_time: subscription end day.
    - is_trial_period: identifier flag if the package is in trial period or not.
    - price_in_usd: product price in **USD**.
    - refunded_at: product refund date.
    - unsubscribe_detected_at: subscription cancelled day.
    - renewal_number: subscription renewal number.
    - tax_percentage: Revenuecat commission fee.
    - commission_percentage: Apple's commission fee.
    - first_seen_time: first time seen User.

In this exercise, you will work with data from an **A/B test**. Your task is to import the two provided **CSV files** into a **notebook** or work with **SQL,** analyze the results, and prepare a final report. We recommend using **Looker Studio** (an open-source platform) to visualize the findings.

Your report should include the following:

1. KPIs to include (if you use a notebook attach it in the email or if you prefer SQL attach the queries in .sql format)
   a. Conversion Rate
   b. Purchases by paywall
   c. Revenue
   d. Most purchased Package
   e. Retention (using renewal_number)

2. Dashboard

- Make the dashboard interactive
- Use filters:
  - i. Date
  - ii. Variant

3. Report & Conclusions:

Include a short written report summarizing your findings (it must be a pdf).
Some examples:

- Interpret the KPIs: explain what each metric represents and why it is relevant.
- Compare variants: highlight any significant differences between the A/B test variants.
- *etc…*

- **Bonus track *(not mandatory)***

As mentioned earlier, a key event to consider is rc_cancellation, which helps us identify the exact point where users churn.

- Analyze the **10 most common user flows** leading up to churn.
- Report how many users followed each of these flows.