

**Data Analyst (SEO) Recruitment Exercise:**

**Optimising Google Search ranking**

A new airline company is looking for ways to improve its ranking on Google Search, so that it can maximise the influx of consumers to its website. They acquired a relevant dataset and have asked you to help them extract useful insights from it.

**Description of Dataset**

The dataset contains Google Rankings information for search terms related to tickets and flights. More specifically, every two weeks over a 5 month period, they collected data on the top 10 results returned by Google Search when searching for a set list of 200 different flight and travel-related search terms.

The dataset (searchResults.csv) contains 9 fields:

* **searchTerms**: the search term used on Google Search
* **rank**: the ranking order of each result at that point in time for that specific search term
* **title**: the title of the returned result
* **snippet**: the snippet/body of the returned result
* **displayLink**: high-level link returned with the result
* **link**: a more specific link returend with the result
* **queryTime**: timestamp indicating when the search was performed
* **htmlTitle**: same as title, but with its html tags
* **htmlSnippet**: same as snippet, but with its html tags

You should complete the following tasks:

* Summarise, at a high level, the main characteristics of the search results dataset.
* The company wants to understand what factors contribute towards getting a top-3 rank in the search results. Demonstrate a data-driven approach that can help them answer this question.
* One of the company's main competitors, Lufthansa, saw its frequency of apprearance in the top-10 drop significantly drop after September 2019. Can you provide an explanation of why this might have happened, based on the given dataset?

You can use any piece of software or programming language you want to complete the task.  
The methodology and results of the analysis should be incorporated into a slide deck that you will present during the final stage interview.