Thank you for your interest in Pluralsight and for taking the time to apply. This series of questions is meant to gain insight into your analytical abilities, along with your ability to extract and explain meaning from data. The intent is for the work to take somewhere around 1-3 hours.

## Project Mindset Context:

*For a better frame of reference, approach this project with this frame of mind:*

The video player team is trying to better understand how learners use Pluralsight. As you do your analysis, formulate findings, and develop conclusions and recommendations, keep in mind that you are the team’s partner and your ability to clearly showcase and explain findings is just as critical as your ability to conduct analysis.

## Data Prompt:

Consider the following questions when conducting your analysis:

* What trends do you observe in searching or video consumption?
* What recommendations would you make to the search/video team about the learners, the visits, the content or the searches?

Please Submit:

* The file with the data manipulation you conducted (using whatever tool you prefer - Excel, Tableau, Python, R, etc.).
* A few slides with key insights or your most important findings. The intent is not to showcase *all* of your analysis, but to present your key finding in a succinct manner.

If you have questions:

* Make sure you note down the questions you may have during the process as well. We don’t want to impede your work on the project by having you wait on our responses to your questions, so note down the assumptions you made and the questions you had so we are familiar with your thought process
* There are no right or wrong answers. We’re looking to understand your thought process and analytical thinking.

**Please respond to the email you received with this project and attach your final documents.**

### Pluralsight Context:

Pluralsight’s Skills product is a learning platform. It’s central product are courses to learn various subjects. The courses consist of video clips and interactive materials. When people visit Pluralsight they are looking for what courses they want to consume, and then proceed to learn from their chosen course(s).

### Data Documentation:

This is algorithmically generated data based on Pluralsight features and user behavior. It is NOT a dataset of actual Pluralsight usage. The data is structured such that the rows are distinct visits. **These are visits where visitors watched video content.**

There are 11 columns of data. Here are some brief explanations:

1. **acct\_id**: The unique identifier for a customer account, otherwise known as the userhandle.
2. **visit\_num**: The sequential visit number for that acct\_id.
3. **visit\_dt**: The date the visit occurred.
4. **clip\_views**: The number of video clips viewed during the visit.
5. **view\_time\_sec**: The actual time spent viewing video time from video clips during the visit.
6. **total\_clip\_length\_sec**: The total length of the clips that were viewed.
7. **total\_course\_lngth\_sec**: The total length of the course(s) from which video clips were viewed.
8. **courses\_viewed**: The number of courses from which video clips were viewed in the visit.
9. **b2b\_visit\_indicator**: B2B= Business to Business. 1 = B2B and 0 = NOT B2B. This metrics is a binary indicator showing whether or not the visitor’s account was a B2B account at the time of the visit. If a visit is NOT B2B, then it is a B2C visit. B2C = Business to Consumer.
10. **page\_views**: The number of page views during the visit.
11. **searches**: The number of site searches entered during the visit.