



# Assignment || Growth Data Analyst || **WPPOOL**

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**Duration: 7 Days**

## Objective:

Welcome to the WPPOOL Growth Data Analyst assignment! This assessment is designed to evaluate your skills in analyzing user data, identifying trends, and delivering actionable insights. It will help us understand your approach to growth strategies, user engagement, and churn analysis. Additionally, it will assess your ability to interpret user behavior, improve conversion rates, and uncover meaningful insights from real-world data.

## Section 1:

### **Tasks:**

Explore the WPPOOL website ([wppool.dev](https://wppool.dev)) and write within **100 words** about:

What do we do at WPPOOL?

Who are our customers?

What's unique about WPPOOL?

## Section 2:

You will find a dataset containing 20,000 users' interactions with our X product. Your task is to analyze this data and provide insights to help improve user retention and overall growth.

 **Dataset:** [Download Here](#)

Columns in the dataset:

**user\_id**: Unique identifier for each user.

**install\_date**: Date when the user installed the plugin.

**last\_active\_date**: Last recorded activity date of the user.

**subscription\_type**: The type of subscription the user has.

"Free" → Users who are on the free plan.

"Pro" → Users who have upgraded to a paid plan.

**country**: User's country.

**total\_sessions**: Total number of times the user engaged with the plugin.

**page\_views**: Total number of pages viewed by the user..

**download\_clicks**: Indicates if the user clicked "Download Pro" (1 = Yes, 0 = No).

**activation\_status**: Whether the plugin was activated (1 = Yes, 0 = No).

**days\_active**: Total number of days the user was active.

**pro\_upgrade\_date**: If upgraded, the date the user subscribed to Pro.

**plan\_type**: Applicable only for Pro users - "Basic", "Standard", "Enterprise"

**monthly\_revenue**: The revenue generated from this user (0 for Free users, varies for Pro users based on plan type).

**churned**: Indicates if the user has churned (1 = User has churned, 0 = Still active).

## Tasks:

### Data Exploration & Cleaning

Load the dataset and check for missing values, duplicates, or inconsistencies

Explain how you handled missing data and why you chose that method.

Provide a summary of the dataset, including the distribution of Free vs. Pro users.

### User Engagement Analysis

Identify the average number of sessions for Free vs. Pro users (Optional: SQL query).

Find the top 5 most active users based on total sessions (Optional: SQL query).

Identify the top 5 countries with the highest engagement.

## **Churn Analysis**

Calculate the overall churn rate for Free vs. Pro users (Optional: SQL query).

Identify the top 3 factors contributing to churn using correlation or regression analysis.

Compare churn trends between Free and Pro users.

## **Revenue & Upgrade Trends**

What percentage of users upgraded from Free to Pro?

Calculate the total monthly revenue from Pro users (Optional: Google Colab)

Which Pro plan (Basic, Standard, or Enterprise) contributes the most revenue?

Analyze how long it takes for Free users to upgrade based on country and engagement level.

## **Actionable Growth Recommendations**

Based on your findings:

Suggest three strategies to reduce churn.

Propose two ways to increase Free-to-Pro conversions.

Identify potential market expansion opportunities based on country trends.

## **Conversion Rate Optimization (CRO)**

If WPPOOL increases the landing page conversion rate by 10%, what would be the estimated impact on Pro upgrades?

(Optional: Google Colab) Run a simple A/B test simulation (e.g., using a chi-square test) to evaluate conversion optimization.

Suggest three A/B test ideas that could help improve the conversion rate, and explain how you would measure their success.

### **Growth Strategy & KPI Recommendations**

Identify 3 key performance indicators (KPIs) WPPOOL should track.

Suggest 2 actionable growth strategies WPPOOL can implement based on your analysis.

How would you measure the success of these strategies?

### **Data Storytelling & Visualization**

Using any data visualization tool (Google Sheets, Excel, Power BI, Tableau, Python), create an insightful dashboard for WPPOOL's lead team.

Include at least 3 key charts or graphs and explain what insights they provide.

## **Section 3:**

### **Tasks:**

What are your 3 most favorite Books?

What are your 3 most favorite TV shows?

What motivates you the most in a workplace?

## **Instructions:**

You can submit your answers in Google Docs, PDF, or a well-structured Spreadsheet with proper attachments and links. Don't hesitate to provide a well-structured report with charts, tables, and visualizations where necessary. Clearly explain your thought process and methodology. You are free to use Excel, Google Sheets, SQL, Python, or any other tools you're comfortable with. Proofread properly before submitting. If using visualization tools, include screenshots or shareable links. Please do not blindly copy and paste from external sources without credits. If plagiarized content is found, your application is most likely to be rejected. (Yes, we know how to Google and use AI as well!) However, if you must include information from somewhere, please be sure to include the source for said information. **If you get stuck on any task, don't waste too much time. Focus on completing the assignment first-to-end, as finishing the entire analysis is more valuable than leaving tasks halfway.**

## Evaluation Criteria

**Clarity & Presentation:** How well are the findings communicated?  
**Data Handling:** Are missing values handled properly? Is the dataset clean?  
**Analytical Depth:** Are the insights meaningful and backed by data?  
**Actionable Recommendations:** Are the suggestions practical and valuable for growth?  
**Creativity:** How unique and innovative are the proposed solutions?

## Query Notes

If you have any questions regarding the assignment, drop your query at [shawon@wppool.dev](mailto:shawon@wppool.dev). Please be sure your **subject** looks like exactly the subject mentioned below:

**Subject: Query || Assignment || Growth Data Analyst**

## **How to Submit the Assignment?**

Once you are done, please submit the assignment by emailing to [shawon@wppool.dev](mailto:shawon@wppool.dev).

Please be sure your **subject** looks like exactly the subject mentioned below, where <your name> should be your actual name.

**Subject: <your name> || Assignment || Growth Data Analyst**