

Intercom: Product Analyst Screener

#1 Products & Frameworks

1. Evaluate Google's HEART framework and list out the main strengths and weaknesses of it, with rationale for your opinion.
2. If you worked at Google, which of their products would you like to work on most? Explain your answer

2 Data, Data, Data

If you had access to any dataset from any company or organization in the world...

1. What would the company / dataset be?
2. What would you like to explore within the dataset?
3. Why this dataset / this exploration?

#3 Technical Analytics Task

Scenario

A number of months ago we released a feature called "*Inbox Insights*"

(<https://docs.intercom.io/intercom-for-customer-support/your-inbox-insights-explained>). This is a feature only available to apps on our "Pro" price plans. We want to establish whether this feature has been successful, and whether there is scope for growing the business with the feature:

Questions

1. What is the weekly adoption rate among Support Pro customers?
2. What kind of retention rates are we seeing among customers using the product?
3. Can you tell us anything about usage patterns? Do customers use the feature every day of the week, or every week of the month? Or is it a feature that is only used occasionally?
4. Is there anything else interesting you noticed about the data?
5. If you could follow up with the analytics and/or product teams in Intercom and ask any clarifying questions about the data or the product, what would they be (limit to 3 please).
6. Finally, imagine you have 30 seconds with the VP of product to communicate your findings. What would you tell them?

Data

Attached are two CSV files:

- *inbox_insights_events*: Each row represents an admin of customer logging in to the inbox insights page.
- *apps_on_support*: Each row represents an app subscribing to either the Support or Support Pro price plan on a particular date