For this project we are using raw install data from Appsflyer which is a Mobile measurement partner. For more information about the data go through the Appsflyer Push API raw data dictionary. You can use either Python or R for this analysis.

Merge the two dataset for the following:

1. What percentage of audience (identified via appsflyer id) converted via media source = "hotstar_int" are users of device from brand "realme" ?

2. Plot the distribution of average of install time to event time per media source

3. Create the user journey touchpoints by concatenating 'contributor_3_media_source', "'contributor_2_media_source'","'contributor_1_media_source" and "media_source" for audience performing the event within 24 hours of exposure (identified from attributed touch time)

4. Plot operator contribution distribution for top 10 cities basis audience volume

5. Find number of audiences per media source where media source is not same as any of contributor source 1, contributor source 2, contributor source 3