🎬 Lunim Film Suite AI-Data Analyst — Team Assessment Task

🧠 Context: Lunim Film Suite Business Model & Strategy

You are part of a newly formed AI Data Intelligence Team within Risidio, working alongside the Development Team (platform engineering) and the Business Development and Marketing Teams (Market Research, Promotions). Your role is to explore monetisation strategies, pricing models, and AI-powered financial solutions for **Lunim Film Suite** — a next-generation Web3 film finance platform.

This assessment is based on the Lunim Film Suite Finance & AI Input Document (see attached in Resources below), which provides key business context, financial benchmarks, AI-driven features, and investor priorities. Use this document as the foundation for your responses.

📘 What is Lunim Film Suite?

Lunim Film Suite is a next-generation, Web3-native film financing platform leveraging blockchain, AI, and decentralised finance (DeFi) to transform how films are funded, monetised, and distributed. The platform uses tokenisation, smart contracts, and data-driven analytics to empower creators, investors, and audiences to participate in film production more transparently and equitably.

💱 Why cryptocurrency analysis matters

Token-based economics are central to how projects are financed and how returns are distributed. Understanding crypto market trends, token volatility, and liquidity patterns is essential for modelling:

- Token price dynamics for NFT-backed film projects
- Stakeholder behaviour in decentralised investment pools
- AI-driven risk prediction and investor sentiment scoring

To simulate this, you will work with a cryptocurrency dataset containing daily market data for various tokens.

🗄️ Crypto Market Dataset — fields

SNo, Name, Symbol, Date, High, Low, Open, Close, Volume, Marketcap Crypto Dataset: **Crypto Dataset FINAL 082125.xlsx**

💡 Guidance for Success

This assessment tests how well you apply AI, finance, and strategy together — not whether you're an expert in any one area.

- If you're stronger in finance: structure robust monetisation models and show how AI sharpens decisions.
- If you're stronger in AI/data science: use AI to create financial insights with clear monetisation.
- If you're a balanced generalist: build a clear, data-backed business case connecting finance, AI, and investor strategy. There are many ways to succeed. The best responses will challenge assumptions, provide clear business reasoning, and think critically about AI adoption and monetisation.

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1) 📈 Monetisation Model Development (≈ 3 hours)

Simulate how crypto market trends and volatility could inform Lunim Film Suite's token-backed film financing model. Perform data cleaning, exploratory data analysis, and simple visualisations using the dataset provided.

1.1 Data familiarisation & cleaning

1. Check for missing values and handle appropriately (drop or fill with logic).
2. Remove duplicates if any.
3. Detect and address outliers in columns like Close, Volume, and Marketcap.

1.2 Exploratory data analysis

- Plot the closing price over time.
- Plot volume over time and describe any trends or spikes.
- Plot a rolling average (for example, 7-day) of the closing price to smooth short-term fluctuations.
- Create a correlation heatmap between numerical variables (High, Low, Open, Close, Volume, Marketcap) to spot relationships.

Bonus: Create a simple regression model to predict the market cap of the final day (29/03/2019).

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2) 💷 Revenue, AI Adoption & Strategic Recommendations (≈ 3 hours)

2.1 Revenue composition and trends

This dataset captures monthly revenue performance and AI adoption metrics for Lunim Film Suite. It includes data on revenue from three core sources — subscriptions, NFT sales, and smart contract fees — alongside AI adoption rate. Your task is to:

- Analyse revenue trends over time.
- Break down contributions by each revenue stream.
- Assess revenue diversification.
- Investigate peaks and dips in revenue — and suggest potential causes.

2.2 Monthly revenue dataset

Month	Subscription	NFT Sales	Smart Contract Fees	AI Adoption Rate
Jan-24	35,000	12,000	5,500	30%
Feb-24	42,000	18,500	8,100	33%
Mar-24	31,500	7,800	3,900	36%
Apr-24	28,000	9,200	4,300	39%
May-24	46,500	15,300	7,600	42%
Jun-24	38,700	11,900	6,400	45%
Jul-24	33,800	10,500	5,200	48%
Aug-24	41,200	13,700	6,800	51%
Sep-24	37,500	12,800	7,000	54%
Oct-24	44,900	16,100	8,900	57%
Nov-24	39,600	14,500	7,500	59%
Dec-24	47,300	17,200	9,100	60%

2.3 AI adoption patterns

- Is the percentage of AI adoption increasing month by month?
- Are there plateau periods or surges?
- Is the growth linear, exponential, or irregular?

2.4 Relationship between AI adoption and revenue

- Is there a correlation between AI adoption and any specific revenue stream?
- Is there a lag effect where a rise in AI adoption precedes a rise in revenue in subsequent months?

2.5 AI-powered features for monetisation — your task

Propose one AI-powered premium feature that Lunim Film Suite could offer, based on the ideas in the input document. Justify potential revenue impact and technical feasibility, and outline how the AI component would function (high-level).

Deliverable: A short write-up or bullet-point summary describing the feature, why it's valuable, and how it might work in practice.

2.6 Cross-team collaboration insight — your task

Explain how your proposed AI feature would interact with:

- Development (technical implementation, infrastructure)
- Design (UX/UI, user engagement)

Highlight anticipated challenges and opportunities in working together.

Deliverable: Bullet points covering key interactions with Dev and Design, plus collaboration considerations.

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3) 🔍 Data Analysis Task (≈ 1.5 hours)

This section tests your ability to extract insights from financial data. You have been provided with a mock dataset containing investment frequency and average ticket size.

Task: Identify one key insight that could influence Lunim Film Suite's revenue model or pricing strategy. Write a brief summary (150–200 words) explaining your findings and how they could be applied to improve monetisation.

Deliverable: A short written analysis highlighting the key takeaway.

Investor Activity Dataset

Investor_ID	Investment_Frequency	Avg_Ticket_Size_GBP
INV001	12	15,000
INV002	7	8,500
INV003	19	45,000
INV004	4	3,200
INV005	10	12,000
INV006	16	38,500
INV007	6	6,700

Investor_ID	Investment_Frequency	Avg_Ticket_Size_GBP
INV008	11	19,200
INV009	14	22,500
INV010	3	1,800

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4) 🗣️ Investor-Facing Narrative (≈ 2 hours)

Craft a 300-word investor pitch that connects Lunim Film Suite's revenue strategy, AI integration, and Web3 potential, as if presenting to early-stage funders.

Include:

- Scalability of the business model
- Innovation through AI and blockchain
- Evidence-backed revenue logic from your analysis
- Market potential and competitive advantage

Deliverable: A polished, investor-ready pitch.

🎯 Bonus (optional) — Simulating Team Collaboration

Lunim's Finance & AI Data Team will consist of 5–6 people working cross-functionally with Dev and Design.

Task: Briefly outline role split and ownership within a 5–6 person team, and how you would ensure alignment between Finance, Dev, and Design (cadence, briefs, artefacts).

Deliverable: Concise bullet points.

📩 Submission Instructions

Submit within the timeframe to humanresources@risidio.com and upload on **Teams**.

Include:

- Your full name
- Your completed assessment
- Attachments in one of the approved formats

📎 Resources

- Assessment Brief: **Lunim Film Suite Assessment FINAL 082125.pdf**
- Finance & AI Input Document: **Lunim Film Suite Finance Datasets FINAL 082125.pdf**
- Crypto Dataset: **Crypto Dataset FINAL 082125.xlsx** — daily OHLCV + Marketcap (SNo, Name, Symbol, Date, High, Low, Open, Close, Volume, Marketcap)