Krikey Code Challenge
Senior Data Analyst

Please try each question and go as far as you can, we're more interested in how you think then getting a complete solution.

Part 1: Exploratory Data Analysis

Imagine that in your role, you have been asked to analyze user data graphically to report interesting findings and correlations. Please download the dataset at https://drive.google.com/drive/folders/1hSHQVl380yYS0CzIDzpYFnCvXHenXH2G and feel free to use complementary datasets as well.

In this portion of the challenge, we are looking for you to:
- show us your creativity in asking rigorous questions
- your methodology for executing analysis

Part 2: Two-Page Write Up

Imagine that you have to present your analysis to the executive team. Please write up a 2-page google document that includes the following:
- Product recommendations section
- Analysis details - findings, methodology, limitations, charts, source code
- Next steps - outstanding questions or interesting ideas you think the team should explore

Part 3: Krikey App Data Projects
Please download the Krikey App. After exploring the app for a few minutes, please list out the first 3 analytics reports you would generate and how they would contribute to the app's overall growth and retention. Please keep this section to less than a page.