

Data Analyst Assignment



As data analyst in the business development team you will work in the intersection of business and data. Your tasks will often come from the business side, and it will be your job to translate a business request into data analysis and report back the results in a way that's actionable without major technical knowledge.

There is at least one potential opportunity here. Find it. Visualize the data if it helps communicate your findings, and create a CSV or Excel file with relevant numbers so the team can easily pull out specifics for partnership negotiations.

Task from business development team:

I am noticing an interesting trend in affiliate revenue, we seem to be referring to a decent amount of Winbacks (customers that churned previously, and then re-signed up to the streaming service through a Linkfire link) - these are currently paid \$0. I wonder how large is this scope, how many of these did we get in 2019? and in 2020? growing trend or fading? any interesting dimension to note? geo, time of day, any particular artists?

Goal: do we want those paid? Is it worth it? If so by how much? How do we compel the partner?

Notes from your data analyst colleague:

- Any consumer can only have one trial
- A paid signup is characterized as an event with convtype = membership
- Usually a signup is preceded by a trial, which has convtype = trial. This can be up to three months before the signup
- If the consumer previously signed up to a trial or membership outside Linkfire, the event would not be part of our dataset
- The trial and membership events are linked by the field "visitortoken"