**Questions**

**1. Marketing Attribution**

* a. What campaign was responsible for each user's finding our app?

**Tips:**

* Think about assumptions or data cleanup steps related to data inconsistencies, many to many mappings, or broken database schemas in the data. These may cause SQL joins to **return incorrect results**. Thinking about timestamps is useful here
* Please describe how you decided what attribution logic to use. How much time would you allow between the attribution and the user creation, and why ? For example, you can compare simple vs complex methods and discuss the pros and cons

**2. Low Sales**

* It looks like sales have been a bit low the last couple of days of the sales data set. Is this something we should be worried about?

**Tips:**

From a statistical perspective two things to lookout for are:

* Historical trends and seasonality
* Distribution of sales, statistical tests, time series techniques, conditional probabilities

From a business perspective:

* The link between sales, users, device and attribution data - can you find a potential root cause ?
* Comparison with the recent past and recent trends