

**Skills Evaluation - Partner Analytics Associate**

**About this Evaluation:**

The Partner Analytics Team at Liftopia is full of creative problem-solvers, and we’re excited to see how you work and how you think through this exercise!

**Assignment**

Oftentimes at Liftopia, we are tasked with solving problems that don’t have a clear “right” answer and this exercise is no different. We have provided a sample sales data from a ski resort located in the United States and included where their customers live.   
  
Using the data provided, identify some meaningful insights about the resort’s sales and customers. Consider when they are buying, where customers are coming from, and where market penetration is the highest/lowest. It is meant to be very open-ended and you can arrive at many different correct conclusions, so don’t be afraid to get creative and think outside of the box! We’re interested in how you get to your conclusions in addition to the ideas themselves – clear communication is crucial.

**Contents:**

* Guest Days.csv –Each line here holds a unique location (Zip, State, City) and how many guest days (days of skiing) were sold to customers in that specific geography. We also included average booking window (defined as the difference between the date the ski ticket is valid for and date of order) to give an idea of how far in advance customers were purchasing. NOTE: The address information was provided by individual customers, so some elements may be missing/incorrect.
* Msa.csv – this is a list of unique zip codes, their corresponding state, and what Metropolitan Statistical Area (MSA) the zip code belongs to. For example, Liftopia’s Zip Code of 94103 corresponds to the San Francisco-Oakland-Fremont, CA MSA.
* Major MSA Population Totals.csv – This contains the population for the top 53 MSA’s in the United States.

**Submissions Should Include:**

* Raw analysis with whatever tools you’re comfortable with (Excel, Python, SQL, R, etc.).
* 3-4 slides (PowerPoint or Google Slides) explaining your methodology, conclusions, and recommendations.

Please email your submission back to David Rudman at [drudman@liftopia.com](mailto:drudman@liftopia.com) when you have completed the assignment. Good luck!