

Games2win - Associate Analytics Test Assignment

THIS IS A READ ONLY DOCUMENT.

KINDLY MAKE A COPY OF THIS ASSIGNMENT

(go to "file" on the top left of the sheet, hit "make a copy" and save it as YourName_Associate Analytics Assignment)

Intellectual Property Disclaimer

Games2win values IP above all else, and we do not use work submitted for hiring purposes in our actual product/content.

If you are more comfortable signing an NDA with us, please download <u>this</u> draft, fill it out, sign it, and send it to us for our signatures. Then, proceed with the assignment.

Part 1: If this opportunity excites you then send us a note on which Analytics tools you've used in the past and why do you use them.

Part 2:

Consider the data_table at the below link:

https://docs.google.com/spreadsheets/d/1WYhKiREelJFsDG6Z-uqKnwRiwG8FwK5GznrPKCVvsXQ/edit?usp=sharing

Below is a snippet of the table for your reference:

ID	Country	Date	Item Name	IAP_Price
1C91E019A6B349FBA632335 28F1F0099	United States	31-10-2018	budget	1.99

BC3BA5F6D7024DF3AF2E25 3C66DD954A	United States	26-12-2018	budget	1.99
A87D86FBF0754DED8A4FF7 0B6FCCA51F	United States	27-12-2018	budget	1.99
2A07E2D8F8F14238BC1934D 9900D20C0	United States	21-01-2019	budget	1.99
BB0BE1B3526A459B8C13D1 E8B5904042	United States	27-01-2019	budget	1.99
59561537C55743A9BD576DF 020C07873	United States	02-02-2019	everything	34.99
73A505AF04694578AF7F6389 D100459A	United States	06-02-2019	budget	1.99
221AE05FF3CE40E9B8CD6C 22F146C8DF	United States	07-02-2019	everything	34.99
259C25279045410DB7334078 52A149FC	United States	07-02-2019	budget	1.99

What are the SQL queries that you will use to get the below data points?

- 1. Total unique users who bought something, how many items did they buy on average and the average price point of each item bought.
- 2. Total items sold and the average price point of the items overall.
- 3. Top 3 items sold daily and revenue from these Top 3 items daily.
- 4. Total revenue made from each item broken down by country and day.

Part 3 : One of the reports we create for our games is a 'funnel report', which tells us about the flow that a user took to reach a particular screen.

For example, as per this table:

Data Category	Unique Users	Total Events
store	13881	19949
chapter_select_screen	9111	12164
garage	5632	7435
more_games_screen	314	350

- 13881 unique users go to the Store Screen. The most popular source (i.e the previous screen through which user navigated to 'Store' Screen) is the 'chapter_select_screen', followed by the garage(screen) and the 'more games screen'.
- The game triggers unique events each time a screen is shown, such as: store, show_home, chapter_select_screen, show_in_game, garage, more_games_screen, show_end_screen.
- Question: What is the query required to generate this report? Keeping in mind that each
 event has a time-stamp (event_timestamp in microseconds, as mentioned in the dataset), we
 need to find the previous screen before the store was triggered (store screen is shown to the
 user).
- Use the following data set for this question: https://docs.google.com/spreadsheets/d/10fZvkFFouwzB0XcamGzqWJhclQtgtgo905s-jLAKz7k/edit#gid=373255035'