



Games2win - Associate Analytics Test Assignment

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

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If you are more comfortable signing an NDA with us, please download this 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/1WYhKiREeIJFsDG6Z-uqKnrRiwG8FwK5GznrPKCVvsXQ/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>