

Analyst Assessment

1. Who do you think KrispCall's competitors are? And why do you think they are our competitors?
2. What are some potential platforms that KrispCall could integrate with, and how would these integrations benefit customers? Please include specific use cases for each suggested integration.
3. You are provided with sample data named as **sample_data.csv**. You need to analyze the following:
 - How many unique users exist in each workspace in the dataset (excluding rows with missing user IDs)?
 - What are the most frequent event types, and how many times does each appear?
 - Create a visualization that shows total conversion of users from signup -> number purchased -> call made. Analyze the conversion percentage in each workspace.
 - Identify at least 3 anomalies or inconsistencies in the dataset. For each:
 - What makes it an anomaly?
 - How would it affect your analysis if not cleaned?
 - Which workspaces have users who never made any calls? What might this indicate about user engagement?
4. Here's another sample dataset **user_profiles.csv** that depicts the user's usecase pattern. Using this dataset, explain these:
 - What logic would you use based on the available columns to define a user as dormant? Provide visualizations or numbers if possible.
 - Your sales team wants to know which users to upsell based on the dataset. What proxy indicators in this dataset would you use to define 'high potential' users? Provide answers with proper reasoning.
 - Which Use Case has the highest share of users? Which Use Case has the highest share of users who aren't seen in the last three months?
 - Provide us with any vital insights or information that you can extract out of this dataset.