

CALLING ALL ANALYTICS ENTHUSIASTS! 🎮

Are you looking for a job in [Analytics](#)? Are you a final-year student, on your master studies or recently graduated?

We have a challenge just for you!

Solve this *Gaming Analytics* challenge below and **skip the step in the interview process!** Skip?! Yes, you've heard us correctly.

If this sounds right up your street, here is what you need to do:

1. Check out the challenge below.
2. Read the instructions carefully. If you like the challenge, send the email to AnalyticsChallenge@nordeus.com to get access to data and ask any questions you might have.
3. Once you've accessed data, you have **7 days** to complete the challenge.
Please note that the challenge is open during May. You can request data any time during May, but once you have access to data you have 7 days to complete it.
4. Send your completed challenge to CompletedChallenge@nordeus.com.
5. Our team will review it and get back to you!

Good luck! 🙌

If you would like to take a more traditional route when applying for the position, apply [here](#).

GAMING ANALYTICS CHALLENGE

INTRO

Now it's time to step into the Analytics role!

An important concept in the free to play business model in mobile gaming is to monetize players that do not spend money directly inside the games (InAppPurchase). Video ads monetization serves that purpose.

In this concept, external providers provide advertising videos (video ads), which are propagated to the players in the game. So it's a win-win situation, where the players invest time and receive in-game rewards, while the game developer monetizes that.

TOP ELEVEN CONTEXT

Nordeus game Top Eleven - Be a Football Manager is played by millions from all over the world, so you can imagine how much data it generates for us to analyze.

There are two main ways Top Eleven managers can get rewards from video ads:

- 1) Regular Video Ads Placements
- 2) Video Ads placements within Live Events - VALEs

VALE is a relatively new feature in Top Eleven, and its goal is to monetize users that usually do not watch video ads on regular placements, nor are in-game payers (spend money directly in the game / InAppPurchase).

HOW DOES VIDEO ADS LIVE EVENT (VALE) WORK?

VALE is a time-limited event, where managers can watch a video ad, and get one player attribute point as a reward (one out of fifteen attributes).

- Before watching every video ad, the manager chooses one out of three reward lanes, ATTACK/MIDFIELD/DEFENCE. Each lane represents the subset of player attributes the manager would like to get.
- The reward is received when the whole video is watched. Then the manager chooses one of their players to which the reward will be applied.
- Each reward has a random multiplier effect of 1,2,5 or 10 (e.g.: a multiplier of 10, means that 10, instead of 1, player attribute points will be assigned to a chosen player).
- After every batch of four video ads is watched within VALE, the manager needs to wait 8 hours before getting the new batch of 4 available video ads (8 hours after the fourth video in the batch).

Take a look at [this video](#) to find out how VALE works.

WHAT IS YOUR GOAL?

[1] Answer whether **VALE** achieves its goal.

[2] Do an exploratory analysis of the behavior of managers within **VALE**, and how the existence of **VALE** impacts the behavior of watching video ads on regular placements.

[3] Do an exploratory analysis of how the behavior of managers who are watching video ads, impacts the behavior in other parts of the game.

THE EXPECTED OUTCOME OF THE CHALLENGE AND SUBMISSION FORMAT

Your output needs to be a presentation in any format (pdf, PowerPoint, Google Docs,...) with the content covering the upper three assignment goal points. Your task will be evaluated by other Business Analysts, Data Scientists, and Product Managers (so it should not have that many technical slides)

Technical content/tools used for generating content in the presentation should be sent together with the presentation (some programming scripts, Excel sheets, Power BI files, Tableau files, SPSS files, or any other files/technology used).

SOUNDS RIGHT UP YOUR STREET?

Email us at: analyticschallenge@nordeus.com to sign up for the challenge and receive the data. Challenge will be open **until the end of May**.