

Questions

Company X is an online payment platform where consumer can pay bills, buy recharge, transfer money etc.

Some of the billers on the platform are internet service companies, cable TV, Airlines, Schools, Utility providers (PHCN, Waterboards, etc), Betting companies, Retail Stores, Hotel and Travel etc

Analytical

1. Give top 3 metrics that defines the success of the platform
2. If you were to predict if a customer (consumers that use the platform) will churn (i.e. stop using the platform) what factors/features will you consider?
3. What methods will you use to segment customers on the platform

Technical (white board):

Given the tables below, write an sql query that will determine the following:

1. Count of customer that have done 2 or more different products.
2. State what would you consider as a churned customer? Write an sql query to show the count of customers that fit this criterion.
3. Write an sql query to show the top 5 products whose availability is critical to ensure sustained revenue.

Visual

Using your tool of choice (preferably tableau or power BI),

1. show the growth rate of transaction volumes per month.
2. Show the growth rate of customer on the platform.

Data Structure

payment table	
column name	data type
payment_id	int (primary key)
customer_id	Int (foreign key)
payment type	varchar
service_provider_id	Int (foreign key)
payment_date	datetime
payment_amount	double

service provider table	
column name	data type
service_provider_id	int (primary key)
service_provider_name	varchar

