

## **Assessment Brief:**

You are the Data Analyst in the Business & Marketing team of a digital lending company, FintechLend. Using the raw marketing and customer data extracted from the system, you've been asked to present relevant insights to a very busy executive team. Your findings should help understand customer behavior, identify growth opportunities, and proactively highlight areas of risk or concern.

### **Tasks:**

1. Using appropriate visualizations, present the key findings and insights to a very busy executive team.
2. Perform a comprehensive analysis to uncover key business trends, patterns and areas of opportunity and or risk.

### **Expected Deliverables**

1. The PBIX file
2. A written report covering your data preparation and analysis process
3. A presentation containing your findings, insights and recommendation (Powerpoint / PDF)

### **Notes:**

- Insights should be visually clear and relevant to business leaders.
- You may correlate different variables to generate unique business insights.
- Your ability to tell a compelling story and create a narrative that guides decision making will be evaluated
- Include any assumptions made and challenges encountered.