



Technical Exercise – Commercial Sales Analyst

At M-KOPA, We Finance Progress.

The scale and impact of our work is massive. M-KOPA is a fast-growing Fin Tech company offering millions of underbanked customers across Africa access to life-enhancing products and services. From our roots as the pioneer in pay-as-you-go “PayGo” solar energy for off grid homes, we have grown into one of the most advanced connected asset financing platforms in the world, empowering a broad range of customers to achieve progress in their lives.

Our people reflect this mission; we pride ourselves in empowering our people to own their own careers, encouraging growth through our learning and development programs, coaching partnerships and on the job training. As a collective, we value diversity, knowing every journey brings its own reward, and support each employee as they travel theirs. This includes our family friendly policies, commitment to employee mental and physical wellbeing, and flexible working practices. Our aim is for every employee to be able to shape their own career, whilst helping shape the future of M-KOPA as we grow together.

Background:

At M-KOPA, we believe that a written assessment is a great way for candidates to showcase what they can do, while also giving them a flavor of the type of challenges they will tackle in the role. We're also a fast-paced company, where we all “roll up our sleeves” and get hands-on with our work. Ideally, this exercise is a great way for you to gauge whether you'd be excited about this role. While it has been designed to indicate the types of challenges this role may be required to address, the case and data are fictional. We do not use candidates' deliverables or solutions in our operations.

Instructions

- You will have the case for 72 hours. However, we recommend aiming to spend at least 3 - 4 hours of time when you can focus uninterrupted.
- We know you are working with limited/imperfect information, so please make your best guesses and outline any assumptions you are making
- Please return your work by email on or before the agreed-upon deadline
- To make this a fair process, please complete the work yourself without outside assistance

Question 1

You are provided with two datasets: Payment Plan Table and Sales Table. Your task is to analyse the data and create a dashboard that answers the following questions:

- Which Payment Plan had the highest sales in a particular month?
- What is the total revenue generated by each Product Sub Category?
- Which Product Type had the highest average daily top up?
- How does the sales trend of a particular Model change over time?
- What is the monthly revenue trend for a particular Masterbrand

Question 2:

You are required to create a dashboard that includes the following:

- A chart that shows the sales trend of a selected Model over time.
- A chart that shows the monthly revenue trend of a selected Masterbrand.
- A chart that shows the total revenue generated by each Product Sub Category.
- A chart that shows the daily top-up trend of each Product Type.
- A table that shows the Payment Plan with the highest sales in a particular month.

Question 3:

Write a brief summary of your analysis and the insights you gained from it

Question 4:

Write the SQL query that picks the results from the different Excel sheet and creates a summary table