You are a data analyst working in the Data Operations and Quality team. You work regularly

with business stakeholders and end-users to investigate issues, create new datasets, code

review, and provide confidence in the data.

The data provided in the spreadsheet is for various bookings made in a day for some of the

products that the company offers. Please analyse the dataset provided and answer the questions below.

Definitions of the columns have been provided to help support your analysis.

Feel free to make any assumptions necessary (you can list any assumptions made).

1. What are your thoughts on the structure of the data?

2. Can you perform some basic data integrity checks on the data? What are your findings?

(please make a note of all the checks you carried out)

(Note: please only pick a few to carry out and list all the others that you would perform if you

had more time)

3. What visualisations would you consider producing for end users and how would you

ensure it is of value (no need to create the visualisation, just a description is fine or a

rough mock-up)

4. SQL  
a. Can you write a SQL statement that calculates the daily insurance attach rate to a car

hire?

b. Can you write a SQL statement that would order or rank the data by countries

generating the highest margin?

c. Can you write a SQL statement that displays the product(s) with the highest total %

margin?

Below are some specific questions which will require you to analyse the data provided and

answer at least 2 questions

5. Finance can't link some bookings references when they query the data.

Can you highlight any reason why this may be happening and the impact it might have?

6. Our product teams believe that bookings are made equally throughout the day.

What evidence can you find to either agree or disagree with the statement.

7. Our marketing team has created specific campaigns ahead of the football World Cup.

Special discounts are offered for customers who want to rent in the Middle East.

However the ROI (return of investment) report created recently suggests that these

should be stopped since the bookings do not give us enough revenue to cover the cost

of the campaign.

Can you check to see if there is anything wrong with the data?

8. Our Car rental suppliers in Oceania have been complaining about delays with the

payments. The cost of bookings represents what suppliers are owed and they state that

they are missing payments on some bookings

Is there anything wrong with our financial data?