

BrightLight Consulting Case study

Business Context:

BrightLight Consulting is a Fintech business offering the emerging consumer access to affordable and reliable financial services.

Our foundation is built on international money transfers – helping customers to move money into, out of, and around Africa. From this base we've grown to provide a broad range of services to answer a greater array of financial needs of our customers.

Introduction:

This case study is aimed at testing your ability to follow a sound analytical process producing relevant results when given business requirements and access to data. Business requirements in this assessment centre around BrightLight's Remittance product (International and Domestic money transfers).

Submission Material - for each of the below requirements please define and provide:

- Script(s) with code
- Workbook(s) with logic/workings
- Report(s) with results
- Insights/observations from your interpretation of the results

The submission material listed above make up the solution.

Requirements:

Question 1. The Commercial team would like to get an understanding of Paid Orders and changes over time.

Calculate the following:

- i. Number of Paid Orders
- ii. MoM change (%) in the number of Paid Orders
- iii. YoY change (%) in the number of Paid Orders

Note: Results should be summarized by months for the last 13 months. The report user must be able to select the PayIn Country, PayOut Country and date, if desired as report filters (in the form of slicers). See glossary for definitions.

Question 2. The Customer Journey team would like to get an understanding of the size of our Active and Monthly

Repeat Sender base.

2.1. How many Active Customers do we have?

2.2. How many Monthly Repeat Senders do we have? What is the corresponding Monthly Repeat Sender Rate

(%)?

Note: Results should be aggregated by Month for the last 13 months. The report user must be able to select the PayIn Country and PayOut Country as report filters (in the form of slicers). See glossary for definitions.