



Data Hackathon Case

June 10th, 2022

About Riby

Riby is a FinTech company that automates Cooperatives. The company offers financial management services for cooperatives and their members. Partnering with banks and payment service providers, the firm gives its customers channels for near cash experiences (Easy savings and lending system) and more money.

The Case

Understanding Customer Transaction

Riby currently works with a large e-commerce company in the United States. The firm, over the years, has done billions of dollars worth of transactions but there is a need to prioritize its investments across different regions. Portfolio managers and regional managers have different (and sometimes contradictory) opinions on which regions should receive which preference. The

2

Riby's team has been saddled with the responsibility to use data to help influence the decision of the top leadership on the firm.

A 500,000 data set of previous transactions which represent orders across different regions has been provided to your team for further analytics and intelligence.

Use excellent visualization tools to represent your insights and make a presentation to the leadership team.

Goodluck!