Chapa Data Analyst Test Task

Overview

You are provided with a dataset titled transactions.csv **attached under the email,** which contains transaction logs from a payment platform. Your goal is to analyze this data to uncover the most significant source of payment friction faced by users.

Main Requirements

You must use data analysis to:

1. **Define** what constitutes "payment friction" in the context of the dataset.
2. **Quantify** its impact on the business
3. **Identify** which user segments are most affected by this friction.
4. **Visualize** your findings to clearly communicate key insights with tools like Power BI or any other tools you're comfortable with.
5. **Recommend** data-backed solution that the Product team can act on to mitigate this friction and recover at-risk revenue.

You have full freedom to explore any analytical direction you find relevant, as long as your insights are evidence-based.

Deliverables

- An **interactive or static data visualization tool** that highlights your findings.

- A **concise conclusion** with your **primary insight** and **actionable recommendation**.