

**Data quality**

1. Given the limited information about data quality, how would you approach assessing the consistency and reliability of the data in the provided dataset?
2. After reviewing the dataset, what specific data quality issues did you uncover?

**Basic analysis**

3. Considering the various metrics available in the dataset, how would you prioritize which metrics to analyze first to address user dissatisfaction with information access?
4. Use charts to provide 3 key insights you extracted regarding user payment behavior in relation to dissatisfaction?

**Hypothesis validation**

5. If you were to formulate a hypothesis about the impact of payment timeliness on user satisfaction, what preliminary data would you seek to validate this hypothesis?
6. How would you use external / public sources to help validate your hypothesis?