

## GhanaPay

### Scenario:

You are interviewing for a **Data Analyst role** at "GhanaPay", a rapidly growing fintech company in Accra.

The hiring manager has **never worked with a data analyst before** and is unsure how data analysis can improve business performance. Your task is to **demonstrate your value** by analysing a case study, outlining a data-driven approach, and pitching your role in the company.

### Case Study:

GhanaPay is a rapidly growing fintech company in Ghana, providing mobile money services, digital payments, and micro-lending solutions. Over the past three years, they have accumulated a significant amount of transaction data. The company is looking to hire a Data Analyst to help them gain valuable insights from this data to improve customer experience, identify growth opportunities, and mitigate potential risks.

Objective: Analyze the provided sample transaction data to identify key trends, customer behavior patterns, and potential areas for improvement.

### Task Instructions for Learners

#### 1. Analyse the Business Problem:

- What key challenges or gaps could be affecting customer experience or business growth?
- What areas of the business (e.g., mobile money, micro-lending, payment volume) should be tracked to make better decisions?

#### 2. Develop a Data-Driven Approach:

- How would you identify customer behavior patterns or group customers based on their activity?
- How would you detect unusual patterns that could point to fraud, inactive users, or service issues?
- Suggest **specific data points** to track (e.g., number of transactions, average transaction size, active users).
- Recommend **tools or dashboards** to simplify reporting.

#### 3. Pitch Your Role (5-Minute Presentation):

- Clearly explain how **hiring a Data Analyst** will benefit GhanaPay.
- Use simple, non-technical language.
- Show how **data storytelling** can improve customer experience or business performance.

#### 4. Engage in Q&A (10 Minutes):

- The hiring manager will ask follow-up questions about your approach.
- You must defend your ideas with logical reasoning and examples.