Revops Data Analyst Intern Case Study

Fairmatic is an insurance company that provides coverage to commercial fleets. As a member of the revenue operations team, you will be responsible for helping us uncover insights in our sales funnel. It's important to understand that our GTM strategy is entirely channel distribution.

A few key terms and definitions:
- Insurance brokers will send us a **"submission"** on behalf of their client. These submissions are considered our top of funnel.
- If the submission fits our underwriting appetite (feel free to Google this one!), we provide a quote. If not, we **decline** it.
- If it's a fit, we will provide a **quote,** and from there it's up to our sales team to ensure we close the business.
- From there, we will either close the deal and it gets marked as "**Won"** or we lose and it gets marked as **"Lost"**
- *In Summary:*
    - **Opportunity Created** - the opportunity has been created for further review
    - **Declined** - we decided not to move forward with the business (i.e. decided not to send a quote)
        - Declined Reason described the reason we decided not to quote
    - **Won** - we quoted the opportunity and won it
    - **Lost** - we quoted the opportunity and lost it
        - Lost Reason describes the reason we lost the business after quoting

Please spend 2 hours analyzing the data and preparing outputs/responses for the following questions:
- How has our sub to quote ratio evolved over time? Our sub to quote ratio is defined as the number of quotes we send, divided by the number of submissions we have received. To determine if we have sent a quote, check and see if the "quote sent date" column has been populated. If it is, that means we have sent a quote.
    - Using the Declined Reason and Declined Other Reason columns, why has our sub to quote trended that way?
- How could we improve our data cleanliness for our Declined Reason and Lost Reason?
- What other general trends do you see in the data?