*All data provided in this file has been randomly created and does not reflect the state of Company ABC performance. It does, however, resemble to part of the Company ABC data warehouse and is to be understood as a simplification of our business model.*

**Background information**

Company ABC is a marketplace where patients looking to undergo a medical procedure can search for high quality clinics, inquire for the price of a procedure and exchange with clinics and hospitals in order to eventually make an informed decision on where to get the treatment they need.

Company ABC works with clinics from all around the globe and helps patients from many different countries to get in touch with clinics primarily located outside their home country. Company ABC makes quality healthcare easily accessible.

At the starting point of the medical travel process, potential patients need to send an inquiry to a clinic through the Company ABC platform. These patient inquiries are received by a facilitator (someone from the clinics' staff) who will then take upon her/himself to provide patients with answers to their questions as well as with a quote and a treatment plan.

Company ABC considers that **an inquiry becomes a booking** as soon as the patient and the facilitator have agreed on a date and a price for the treatment – we would then consider this inquiry as scheduled. After the scheduling of a treatment, most patients ask the facilitator for help with booking their flights and accommodation before going for treatment. Unfortunately, some patients sometimes cancel their scheduled treatment due to unforeseen change of plans.

Company ABC uses various online and offline marketing channels to attract patients to its website. The marketing team based in Company ABC’s Berlin HQ constantly optimizes its marketing campaigns so as to reduce the cost per inquirer and to improve ROI.

Company ABC earns money by charging a 30% commission on all completed treatments.

**SQL Task**

Please write SQL queries to answer the following questions using the dataset on the Excel file attached.

**1-) What are the top 3 inquired procedures overall?**

**2-) How long did it take for each clinic to receive their first inquiry?**

**3-) We updated the description of the Laser Eye Surgery procedure on our website. How many inquiries did we have before the update, and how many after?**

**BONUS (optional) – We want to send a discount coupon to those users who inquired for Veneers and for some reason did not go through with the treatment, to encourage them to make a booking. Please generate a mailing list for our Content team, who will use copy text in French and in English.**

**Analytical Task**

You are a Business Analyst at Company ABC and need to brief a potential investor on the company's performance, revenues and profits. This investor knows very little about Company ABC and needs to understand the business as much as possible before making his investment decision. You should find all the information needed for this analysis in the Excel file attached.

**1-) Please provide insights on Company ABC’s key business and revenue metrics.**

Conversion Rate and Cash Flow Generation are examples of important metrics for Company ABC but there are many others.

**Note: You do not need to create a comprehensive presentation to present the industry, the business model or the company itself. Presenting key metrics and analyzing them is what matters here! ☺**

**2-) Please also (shortly) list the information missing in the Excel document and you wish you had to your disposal to either go deeper in your analysis or to calculate some metrics.**

**Additional information**

***Average Basket Value for Company ABC’s most popular procedures (EUR)***

* Hip Replacement: €10,000
* Veneers: €300
* Teeth Whitening: €250
* Breast Implants: €5,000
* Cancer Treatment: €9,000
* Laser Eye Surgery: €1,000

***Average CPI (Cost per Inquirer) for Company ABC’s most popular procedures (EUR)***

* Hip Replacement: €250
* Veneers: €45
* Teeth Whitening: €50
* Breast Implants: €100
* Cancer Treatment: €300
* Laser Eye Surgery: €75