



Strategic Analytics Candidate Challenge

Overview

Perpay operates an ecommerce Marketplace where users can buy goods and pay for them over time in the form of an installment order. New users sign-up for Perpay and are given access to browse the Marketplace. From there, a user will move along the order application funnel to ultimately become a buyer. The steps of the application are:

- ❖ Start an order application by checking out on an item(s)
- ❖ Complete an application by providing some identifying information
- ❖ Approval/Denial of the order application
- ❖ Set up a payroll direct deposit based on the agreed terms of the approved order application
- ❖ Order enters repayment after the first direct deposit payment has been made and the item(s) will be shipped

Challenge Description

Using the provided **order** and **user** datasets, please address the following:

- ❖ Profile the user and order data included in these datasets
- ❖ Propose a set of metrics that can be used to monitor and improve the order application funnel
 - What insights do these metrics provide about the funnel?
 - Would you propose taking any actions, or researching any other issues, based on this data?
- ❖ Do these datasets seem to agree with one another? Is there reason to be suspicious of

the quality of the data?

- ❖ How many orders enter repayment within 15 days of approval?
- ❖ Are there any other findings that you found interesting?

Challenge Deliverables

Using whatever analytics resources (SQL, Python, R, Excel, etc) you feel comfortable with, please provide a brief slide deck addressing the topics listed in the challenge description. The audience for this deck is an Analytics or Product Manager looking to understand if they should make changes to the order application funnel. Please provide any code or workbooks you used to arrive at your answers.

Good luck!!