

## Task 1: KPI selection challenge

### Scenario:

We work on a new product, a debit card for our merchants to let them access their earnings faster, without waiting bank transfer times. We've already done market research and will start communicating it to a merchant segment based on the research. The product workflow is:

- We email merchants to let them know about our new product. They can apply to it through a link.
- It can take up to 2 weeks for them to receive the debit card.
- When they made their first transaction, the card will be activated, and they will start receiving their earning to their card.
- If they change their setting from receiving their earning from the card to another setting, we count them as churned.

### Questions:

1. Our first goal is to understand if we found product-market fit, if we solved their problem with our product. Based on the information above what should be our main KPI?
  2. Which other metrics we should track?
  3. What would you like to report, how would you visualize them, what kind of charts you would like to show?
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## Task 2: Data analysis challenge

Dataset attached in file [SumUp Task - Data analysis on card usage.xlsx]

- Analyze the data on how to decrease error rates.
- Which error statuses would you focus on?
- Summarize your findings with visualizations and write your suggestions to the product manager.

For the data visualization, Tableau is preferred but you can use any tool you want.

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## Task 3: SQL challenge

Assume the sample data is available in card\_transactions table. Write the PostgreSQL query to list Client Id, Transaction Date, Amount EUR and a comparison column for each transaction that shows if the amount is increased or decreased compared to the previous transaction of the same client for all Approved transactions.

Result example:

Client Id	Transaction Date	Amount EUR	Comparison
1241	2/3/19 12:22	1.94	
1241	2/14/19 4:48	136.15	Increased
1241	3/1/19 16:11	16.1	Decreased
1241	3/1/19 18:40	7.33	Decreased
1242	2/21/19 10:52	0.05	
1242	2/25/19 12:09	1.78	Increased
1242	2/25/19 13:58	587.07	Increased
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