BACKGROUND:

You are a data analyst in the company "Yellevate", which specializes in providing marketing services to other companies. Yellevate helps mid-sized companies to launch their marketing operations, which includes things like email marketing, website development, content creation & others.

Yellevate uses data analytics to keep track of how well it helps companies improve their marketing operations. For instance, if a company approaches Yellevate to help improve it's online advertising operations, Yellevate tracks this by looking at email impressions, click-through rates, website traffic and other key performance indicators.

TASK DESCRIPTION:

You and your team in the data analytics department were approached by the company's top management to solve a serious problem. For the past few years, Yellevate has been struggling with client disputes. Yellevate defines disputes as clients expressing dissatisfaction with the company's services and refusing to pay for them.

This has been a huge financial burden for the company. Statistically, nearly 20% of the disputes raised against Yellevate resulted in a payment opt-out. This has lead to an approximate 5% annual loss of revenue (USD).

Management has now approached you and your team to help resolve the issue. Using the data the company collected about these disputes, you will have to identify their causes and come up with actionable strategies to solve them. The analysis you present will be used by the company's top executives, So you need to make sure that you provide an exeptional report. After all, there are millions of dollars on the line.

DATA ANALYSIS GOALS:

Executives at the company decided that you need to obtain the ff. information to identify the circumstances around the dispute problem:

- Processing time in which invoices are settled (average # of days rounded to a whole number).
- Processing time for the company to settle disputes (average # of days rounded to a whole number).
- Percentage of disputes received by the company that were lost (within 2 decimal places).
- Percentage of revenue lost from disputes (within 2 decimal places).
- The country where the company reached the highest losses from lost disputes (in USD).