**Excel project**

The Excel file “customer data set” includes 66102 customer subscription data for a digital product company that provides financial advisory services, available on sheet Dataset-1. This company offers an annual and monthly subscription. Customer support services are provided via email and phone, including product-related questions and sign-up/cancellation-related queries. This database includes the following variables:

* Customer demographic - Gender and age of the customer
* Start and end date of the subscription (Aug 16, 2022, is considered as an end date for the current active customers)
* Customer support reach-out method – Email or Phone
* Type of service – sign-up/cancellation or Support
* Product type – annual or monthly

**This project utilized the tabular and graphical methods of descriptive statistics to help management develop a customer profile and evaluate the promotional campaign.** This report includes the following:

1. Percentage frequency distribution (table & Histogram chart) for key variables.
2. Age (select bin width of 5 years) and Subscription duration (select bin width of 12 months) (Sheet: S1-a).
3. Use the Histogram option in the Data Analysis Tool Pack based on the bins. (Sheet: S1-b1, S1-b2).
4. Bar or Pie chart to show distribution or numbers of (Sheet: Dataset-1):

a- Gender of customers.

b- Type of Service.

1. Product Type.
2. Customer support reach-out method.
3. Plot the number of newly registered subscriptions (based on sign-up date) for each product since 2017. (Sheet: S3)
4. Cross tabulation of gender and customer service reach-out method.
5. Charts to explore the subscription duration for both genders.
6. A report based on the findings and recommendations on future action plans for further growth and expansion of the company and its subscriptions.