Video:

Nice insight with registrations up while bookings down. This could be the root of a problem to analyse.

Good practice to include some comments in the visualizations to make sure that the attention of the audience is in where we want it to be.

Well done showing the data that was used and what was filtered out, but it would be good to justify why it was done this way. For example, why 7 or more sessions? Or why take the data after Jan 2023 only? (I know this was part of the guidelines of the project but in a real situation it would be nice to explain why this is the case).

The decision tree is well done but I would recommend increasing the size of the font as it is not very visible in the presentation. Always try to make sure everything that is included in a presentation is readable for the audience (to avoid questions like "what does it say there" and not to spend time making the font bigger later on). Same for the next slide related to customer segmentation.

I really like that you explained the different cohorts created and what is the rationale behind the perk selected for each group.

In the "Mid-Life Spender" slide it is not clear just at a glance what each color in the graph means. In cases like this it is worth using labels to show what each color means.

As you did, it is always good to include a final slide with recommendations and next steps.

Some other good recommendations in a case like this one could be to test the perks in small groups and see the impact and also to analyze the revenue impact of the perks proposed. This is of course out of the scope of the project but in cases like this it would be necessary to include an estimation of the cost of introducing these measures just to check if the cost of retaining users is higher than the cost of acquiring new ones.

Executive Summary:

In the Executive summary you are showing the time_of_day function. The last 2 elif do the same thing so the code could be improved by changing it to:

```
elif 17<=hour<=24:
return 'evening'
```

What you did would give a correct solution but there is no need to have the same criteria for 2 elif conditions. Same for the time_of_day function.

Overall, the executive summary is good and well structured. It contains all the information needed to follow your way of solving the problem (what is the data that you filtered out, what are the tools you used and also the main code). For the purpose of this exercise it is ok as it is. But if you need to handle documents like this in the future I would recommend not to use screenshots or images as you did with the Python code because it is important that the code can be copied and pasted in case it is needed (by yourself or others).

GitHub Repository:

The README page has a very clear structure and you have used emojis which add visual interest and make it easy to read. Your wording was good and you clearly stated the business objective and the outcome of this project. It is a good practice that you included the tools used so that it is clear that you know when to use one over the other.

You have also created folders that help maintain a good structure. It is easy to navigate and find the different documents or notebooks you have worked on.

The EDA in this exercise is good. You show a good understanding of Python and you combine it properly with SQL when necessary. This is good practice. You have also included graphs that help visualize the different pieces being analyzed. You are properly showing the results you obtain while you code. Your code also contains comments that make it easier to read and modify (in case this would be necessary in the future).

Overall, the code in the different notebooks is good and it is easier to understand what you are doing in each piece of the code. The only thing that could be improved is the structure. Instead of having 4 different notebooks it would be better if you could combine it all in a single one and split it in different sections so that it is easier to follow. You should also emphasize the insights of the analysis and the output of the analysis somewhere very visible (maybe in the readme for example). I know this is included in the executive summary but the output is split in many parts so it is important to reiterate the main ones.

Tableau Workbook:

Good job here using different types of charts which shows you know how to create visualizations in different ways, adapting them to what is needed for each case. Color selection is good and consistent and the worksheets are not cluttered.
The breakdown tables included are good for analysis but not as a visualization (not that they need to be removed because these types of tables are usually included in Tableau dashboards to be used as part of the analysis but not as part of the presentation normally unless they are small).
Another thing that could be improved is the size of some elements. The pie chart for example is quite big and does not fit the screen. Try to always make sure that the visualizations are properly displayed in different devices.

Overall Bianca, you presented a very nice project. I am aware that there is a lot of work involved in this project and many pieces to connect. But I am happy to see how much you have learnt and put into practice in a similar to a real case situation. Well done !