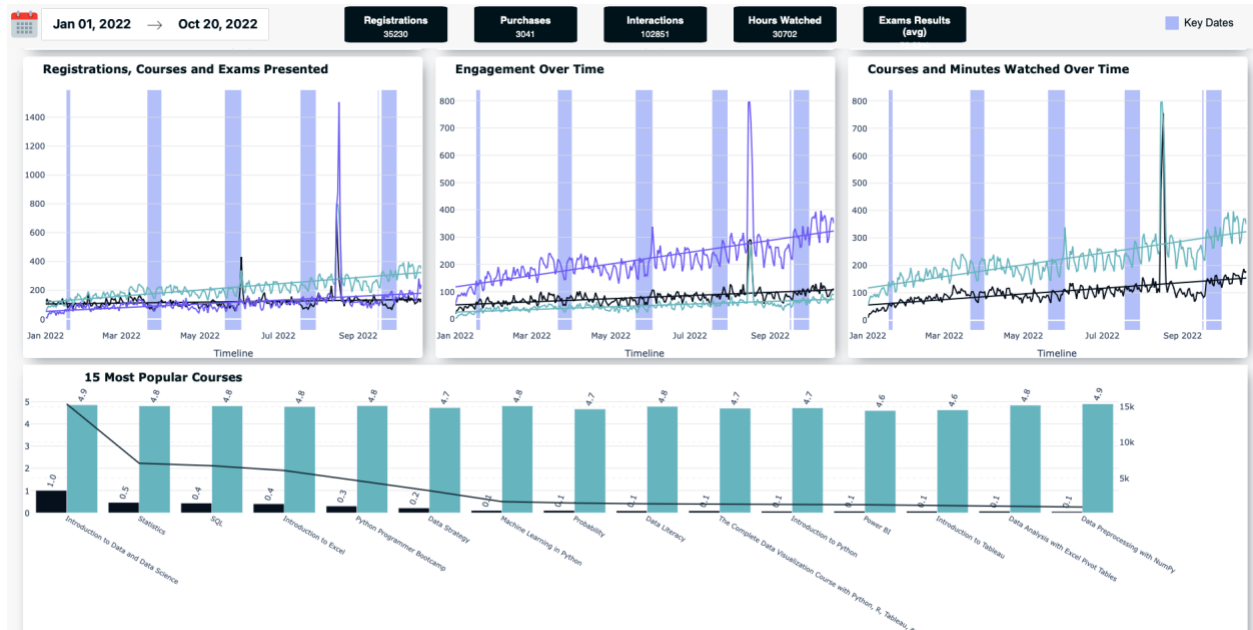# Some Findings – Camilo S.

- **Introduction to Data and Data Science** is the most popular Course of the year overall and in different periods.
- **From January to October**, the average exam Completion time increases while the results decrease on average.
- **Key Dates** do have an impact on sales. By the end of each key period, there is a peak in Purchases.
- **It is evident** that 365datascience is gaining users over time and that courses watch overtime is increasing. Kudos.
- **Engagement** with the platform is increasing over time.
- **From all purchases**, Monthly plans are more popular than annual and Quarterly plans. Quarterly is the least popular.
- **There is a Notorious Peak** by the beginning of September, but data doesn't suggest a correlation with purchases on those dates.
- **When looking closely, Introductory courses tend to be more popular than advanced ones.**