# MANUAL AE Assessment

**Objective**

* As a subscription-based business, retention is a core concept that we must monitor. We need to track customer retention by key metrics, such as country, and their acquisition taxonomy.
* The retention models should be able to:
  + Show retention over time
  + Show retention from their initial cohort
  + Monitor key metrics, such as churn, and retention and acquisition

**Submission**

* The submission can be by any medium you prefer. Some options might be:
  + Link to a github repo of model logic.
  + Downloaded data sets, transferred via csv
  + Link to any preferred BI tool
  + A combination of any of the above.
* The end product should be built to enable analysis via a BI tool such as Looker.
* The submission will be assessed on:
  + Ease of use
  + Modelling concepts
  + Correctness
* Feel free to attach any documentation you feel will support your work

**Questions**

* Please feel free to contact [joseph@manual.co](mailto:joseph@manual.co) with any questions about the submission, or data.