

1. *What is the number of enrolled students monthly? Which is the month with the most enrollments? Speculate about the reason for the increased numbers.*

The number of enrolled students varies across months, with **August showing the highest enrollment**. This spike is likely due to the **summer break**, when students around the world have more free time to invest in learning and personal development.

2. *Which career track do students enroll most in?*

The most enrolled-in career track is **Data Analysis**, indicating strong interest in skills relevant to today's data-driven job market.

3. *What is the career track completion rate? Can you say if it's increasing, decreasing, or staying constant with time?*

The completion rate **fluctuates over time** without a consistent upward or downward trend.

Notably, **August has the highest completion rate (2.3%)**, likely because students have more time to dedicate to learning. However, the rate **drops significantly in September (0.5%)**, possibly due to students returning to school or work and having less free time.

4. *How long does it typically take students to complete a career track? What type of subscription is most suitable for students who aim to complete a career track: monthly, quarterly, or annual?*

Most students complete a career track within **91–365 days**. Given this timeframe, the **annual subscription** is the most suitable. It not only aligns best with actual completion timelines but also provides better long-term value financially.

5. *What advice and suggestions for improvement would you give the 365 team to boost engagement, increase the track completion rate, and motivate students to learn more consistently?*

- **Promote special offers in August**, when students are most active and likely to enroll.
- **Highlight the benefits of the annual plan** in advertisements and onboarding, as it supports higher completion rates and gives students enough time to finish their tracks.
- Consider adding **progress tracking, reminders, and goal-setting features** to encourage consistent learning habits throughout the year.