**Data Analysis Report: Understanding Brand Account Activity**

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**Introduction**:

This data analysis project aims to explore and understand the brand account activity using raw data provided in an Excel file. The primary goal is to analyze the data, identify patterns, and present the findings through meaningful visualizations.

**Methodology**:

The data was sourced from Opensponsorhip's shared Google Drive and loaded into a Jupyter Notebook using the Pandas and Matplotlib libraries. The dataset contains 5839 rows and 11 columns, namely: "brand\_id, created, lastActive, planLevel, num\_sub\_user, role, industry\_categories, bantScore, companySize, onboarding\_stage, and country."

To prepare the data for analysis, all null or blank cells were removed, while missing values in the "country" and "companySize" columns were replaced with "not indicated," resulting in a cleaned dataset with 5572 rows. Additionally, the "created" and "lastActive" columns were converted to datetime format, and a new column was created to indicate the duration of active status.

**Key Insights**

1. The number of new users and active accounts remained below 100 from January 2019 to May 2020. However, a significant increase to approximately 350 subscribers occurred after that period. The trend fluctuated until June 2021, showing a steady downward trend. This increase during and after the COVID-19 pandemic suggests a surge in online marketing activities during that time.

2. Almost 99% of customers were free users, with only 28 subscribing to the full-service agency plan.

3. The number of sub-users was highest for solo users and decreased gradually with increasing sub-users. This indicates that the free package may not offer multiple users per subscription.

4. The top user roles included founders, entrepreneurs, marketing professionals, management, and social media specialists. This highlights a preference for our services among individuals actively involved in businesses or holding senior roles.

5. The United States had the most users (approximately 4000), likely due to the company's American origin. United Kingdom, India, and Canada followed with a total of 1000 users.

6. The majority of users had less than 10 employees, while companies with 250 to greater than 1000 employees comprised about 70% of the users. This suggests that our services are popular among solo business owners.

7. Completing the onboarding stage increased the likelihood of users subscribing to higher-level plans.

8. A higher BANT score correlated with higher plan subscriptions, indicating the importance of lead qualification.

9. The average active duration was about 32 days, with most users being free users who briefly reviewed our services without converting to paid subscriptions.

**Recommendations:**

1. Gathering additional data through questionnaires can help ascertain user preferences and improve services accordingly.

2. Providing targeted assistance to support businesses, especially startups and individuals, can enhance customer satisfaction and loyalty.

3. Investing in advertising campaigns can help educate potential customers globally about the company's benefits and services.

4. Creating an engaging website will encourage customers to maintain active subscriptions for extended periods.

**Limitations:**

1. The industry category column being in list format posed challenges for analysis.

2. Gathering more customer information, such as age, gender, budget, or company value, would enable us to analyze demographics and financial status related to subscription activities.

3. Customer review scores would greatly assist in fine-tuning our services to meet customer needs and preferences.

**Conclusion:**

Through this data analysis, we gained valuable insights into brand account activity and user behavior. Implementing the recommendations can enhance customer satisfaction and support the company's growth. However, further data collection and continuous analysis will be essential to refine and optimize our services to meet evolving customer demands.

Please feel free to reach out if you have any questions or require further insights.