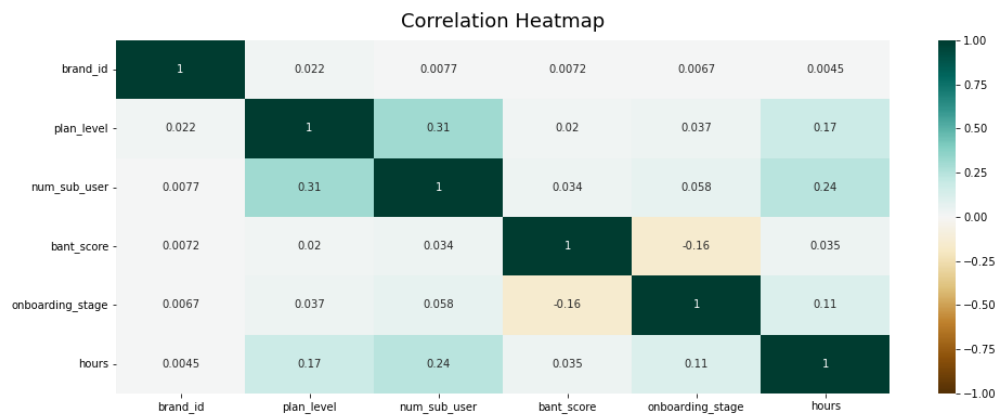


## Customer Success:



## Limitation of dataset:

The data set is limited in the sense that it has missing data in columns that are 1004,3433 and 4544. Removing these from our dataset which has 5839 rows would be harmful to our dataset, so values are imputed with the mean or mode. Also, the distribution of the plan\_level column is skewed to the right as most users are using the free plan and 18 brands have upgraded to the full service. In addition, only 7 brands are using the trial (as of this dataset) and most insights will be generated on the users that use the free services.

## Data points added and why:

I added a column call duration that subtracted last\_active from created to get an idea as to what brands/users are more likely to use the services and get a timeframe for when the best time to promote services or deals to get users to upgrade their plan. This column was added to get more insight.

## Users and campaigns:

The ratio of published at each level

Plan level	Published ratio	Published percentage
0	94/226	41%
1	3/4	75%
2	0/2	0%
3	3/13	23%

The correlation between plan levels and the data set is low, with the hours column being positively correlated with the usage of plan level by 17%. Furthermore, regression model was conducted however, the models were unable to provide a test score to predict features that can determine factors that can be used to determine the potential plan level of a given client.

## Notes:

5774 users are using the free subscription plan.

8 users are using the trial.

10 users are searching.

29 users are using the campaign.

18 users are using the full service.

The highest paying campaign was 100,000 with 7 brands being in the United States, 1 in France and 1 country that was unidentifiable.

Brands publish a campaign between 1 -6 days