

## Customer Journey Analysis

1. **Customer 1:**
  - **Free Trial Duration:** 7 days
  - **Upgrade:** After 7 days, Customer 1 upgraded to **Basic Monthly**.
2. **Customer 2:**
  - **Free Trial Duration:** 7 days
  - **Upgrade:** After 7 days, Customer 2 upgraded to **Pro Monthly**.
3. **Customer 11:**
  - **Free Trial Duration:** Customer 11 **churned** (did not continue) after the free trial period. No upgrade occurred.
4. **Customer 13:**
  - **Free Trial Duration:** Customer 13 took **4 months** before upgrading to **Pro Monthly** after the free trial.
5. **Customer 15:**
  - **Free Trial Duration:** Customer 15 **churned** after **1 month** of enjoying the **Pro Monthly** plan (meaning they canceled the service after using it for one month).
6. **Customers 16, 18, and 19:**
  - **Free Trial Duration:** These customers also had a **7-day** free trial.
  - **Upgrade:** After the free trial, they upgraded to their preferred plan, likely the **Pro Monthly** plan, as they seem to have enjoyed the service.

## Key Insights:

- **Customers who upgraded after the trial:** For customers 1, 2, 16, 18, and 19, they upgraded to their preferred plans (e.g., Basic or Pro Monthly) after completing the free trial. Their transition suggests they were satisfied with the service during the trial period and decided to continue with the paid plan.
- **Customers who churned:** Customers 11 and 15 **churned** after their trial period. Customer 11 did not continue after the free trial, and Customer 15 upgraded but then canceled the service after 1 month of using the **Pro Monthly** plan.
- **Delayed upgrade:** Customer 13 took a long time (4 months) before upgrading to the **Pro Monthly** plan. This indicates a longer consideration period before they made their decision.