



## Welcome to the MYOB data challenge!

Please complete the exercise below using the dataset attached to this message and send us your solution.

Take as much time as your need. We perform these tests to get a feel for how you approach problems, how you think, and how you design your code and analysis. We are not necessarily looking for a perfect model fit, but a demonstration of your skills in tackling a data-driven analysis and communicating findings.

Thank you and have fun.

-----

Problem: Product conversion insights

The attached dataset contains a subset of data regarding subscriptions to a cloud-based product. Your challenge is to model the factors which influence whether a user subscribes to the product. The `subscribed` column in the dataset indicates whether a user subscribed, and the `event_date` column indicates the date of the event when a user chooses to subscribe or not. All other data items present in the dataset can be used for your analysis: list any assumptions you make during the interpretation of the data.

Feel free to apply any modelling techniques and use any software environment you feel is appropriate. We will be looking at both your analysis code and a short report on your findings. The insights from your analysis would be used by product managers for decision-making. Thus, your report will be for an audience that are very interested in the power of data-driven insights, but do not write code or perform analyses themselves.

As part of your solution:

- List any assumptions you have made in order to solve this problem
- Provide instructions on how to run any code to replicate your results

Good luck!