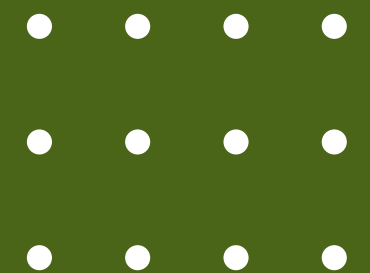


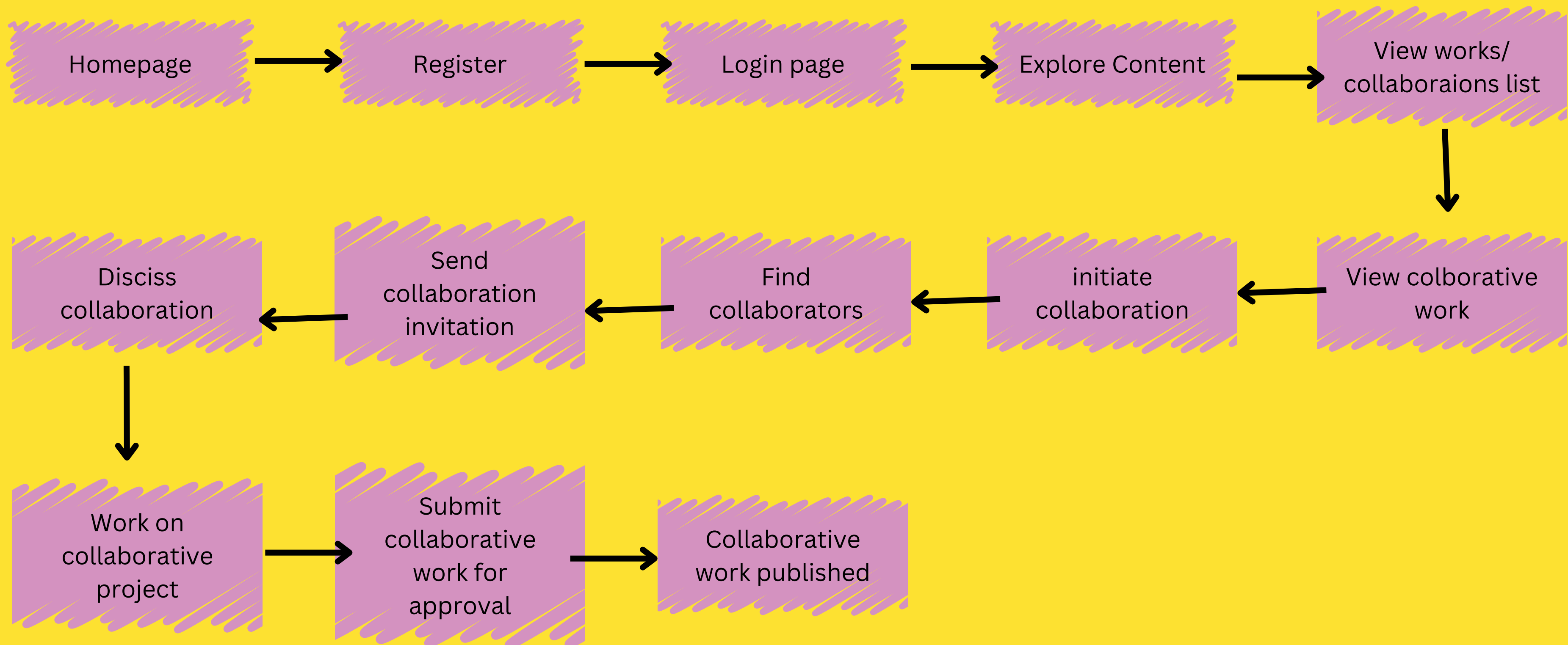
Daastan

# Data Visualisation



# User Flow

Budding Urdu artists collaborate with established artists.



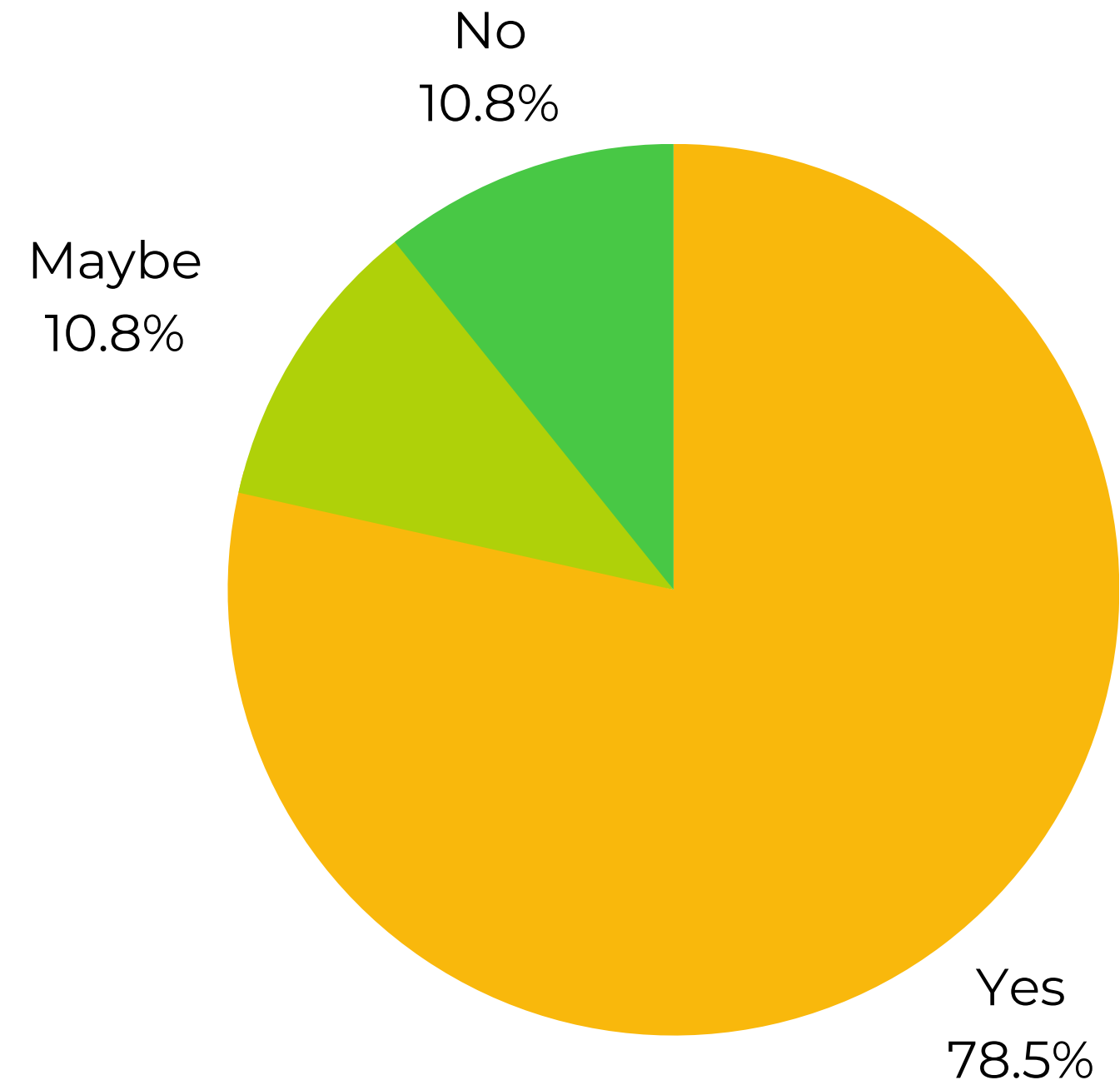
**From our survey, 6 out of 8 people showed interest in having a platform where budding Urdu writers/artists can collaborate with established artists.**



**This pie chart illustrates the proportion of user who self identify as cultural enthusiasts and possess a keen interest in exploring new cultures.**

It highlights the significant number of individuals on our platform who are eager to engage with Urdu literature, making Daastan an ideal place for satisfying their cultural curiosity.

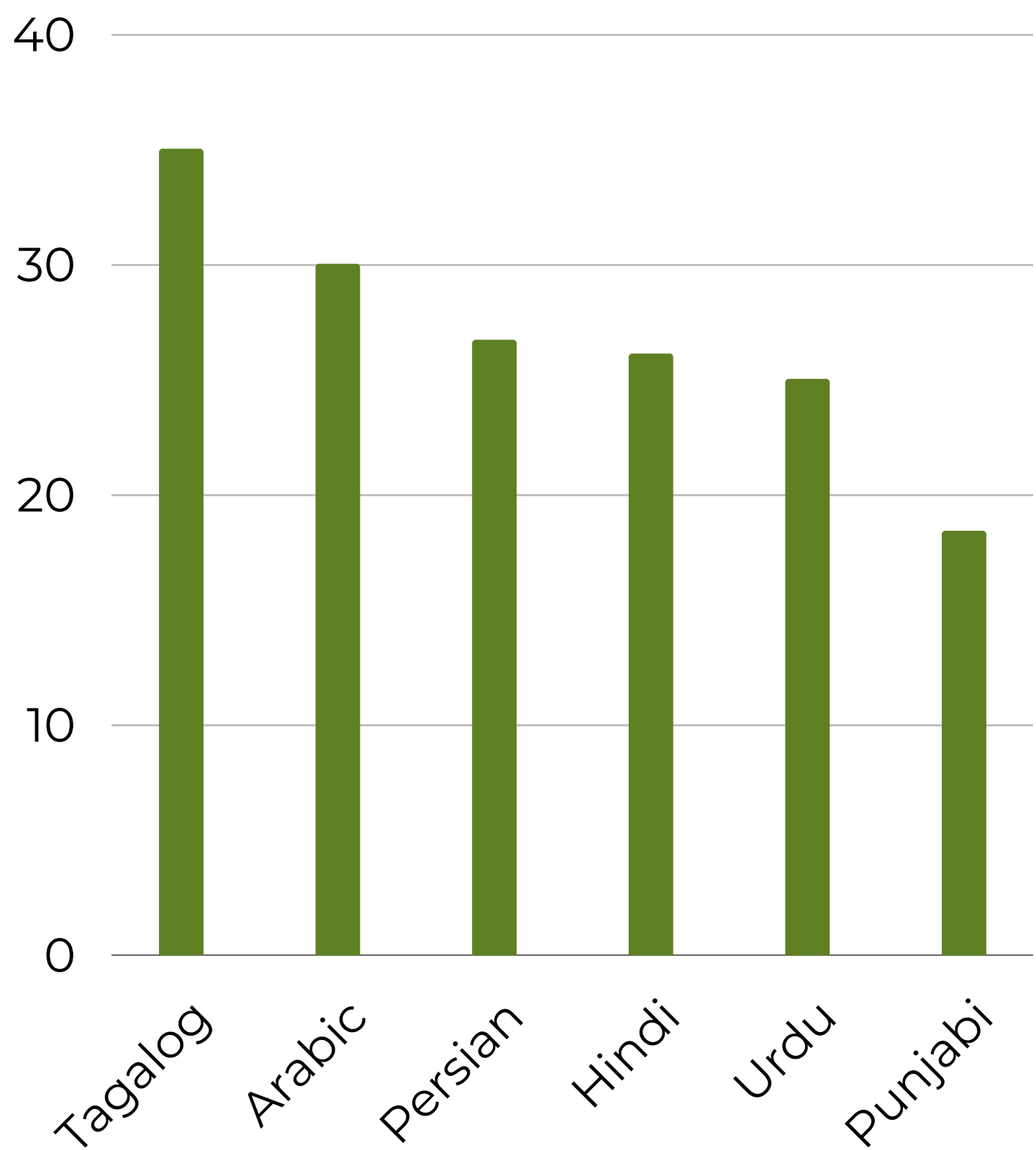
Source: Survey conducted by us in the beginning of the semester



# A look at the growth in the population who report speaking a certain immigrant languages

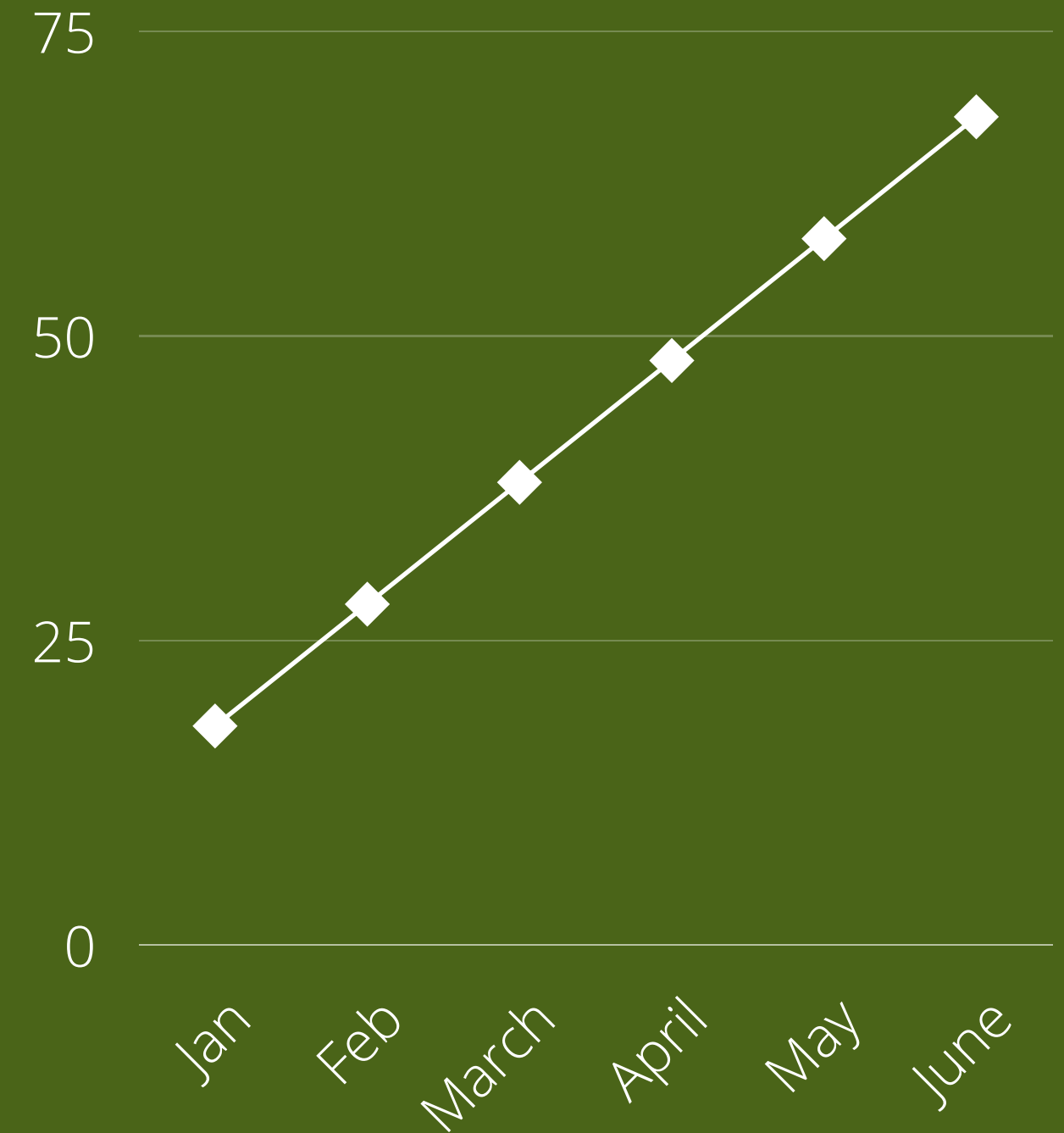
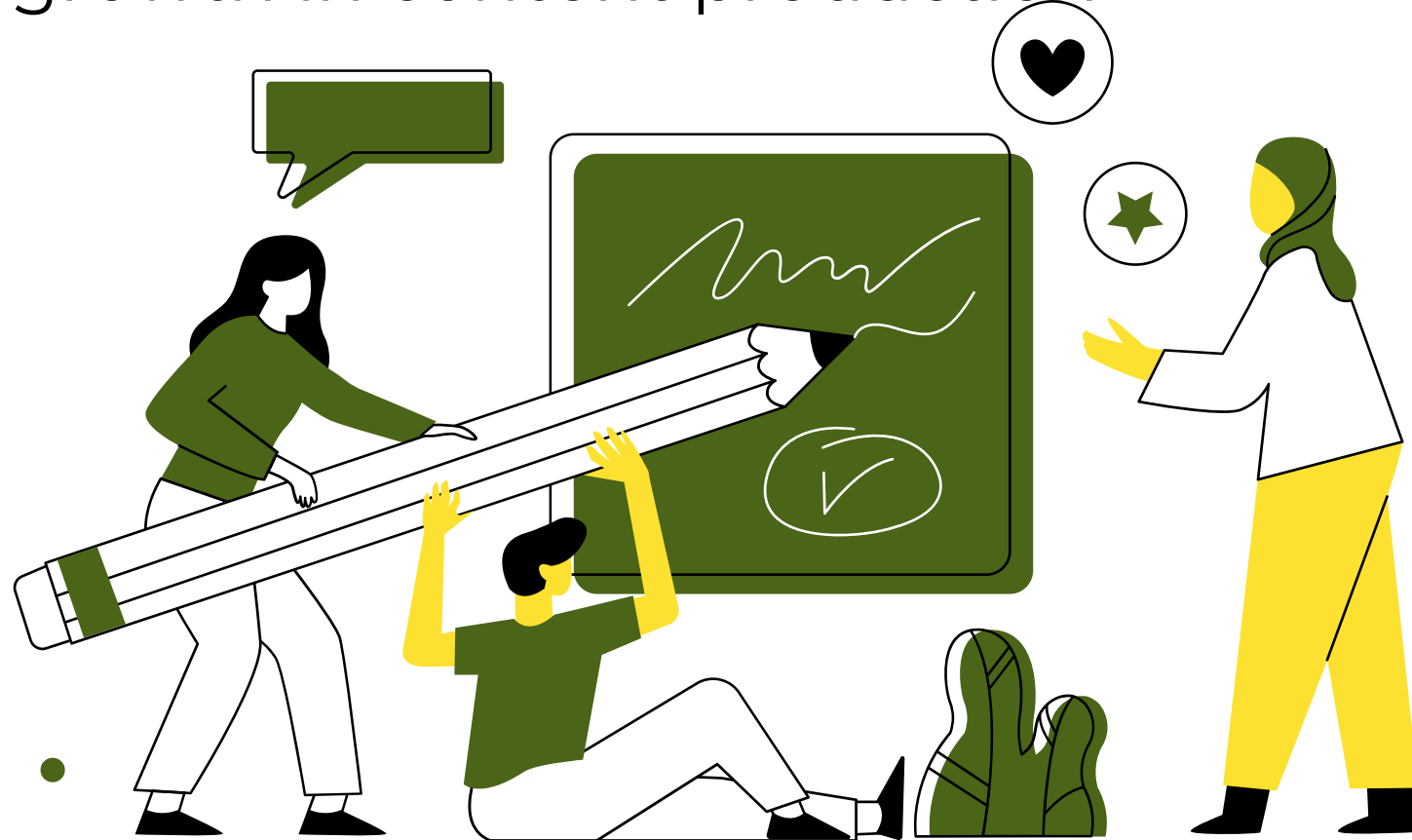
Urdu's language share is a significant 25% which validates the relevancy of Daastaan.

Source: Statistics Canada



# Business Goal

For the first six months, raise the average monthly publishing rate of courses and articles by 10% per month. This will guarantee steady growth in content production



# THANK YOU

