## **Analytical Task: Client Behavior and Subscription Analysis**

### **Overall Objective**

You are a Junior Data Analyst at a SaaS company. You have been provided with three datasets:

* **events.csv** – Data on client interactions with the platform.
* **clients.xlsx** – General client information.
* **subscriptions.csv** – Information on client subscriptions.

Your overarching goal is to perform an analytical investigation into the client base and user behavior, uncover key insights, and provide actionable recommendations to guide strategic decision-making by management.

### **Expectations:**

* Independently identify areas of analysis.
* Conduct a thorough exploratory data analysis (EDA).
* Discover interesting patterns and relationships.
* Visualize key findings clearly and effectively.
* Provide strategic recommendations based on your analysis.

### **Submission Format:**

* Report (PDF or presentation).
* Include charts, graphs, and visualizations supporting your conclusions.
* Note any inaccuracies or anomalies discovered in the data.

Be creative, thorough, and analytical! Good luck!