

# Free Plan for Your Data Analytics App

## Free Plan for Your Data Analytics App

### 1. File Uploads

- Limit: 50 uploads/month.
- File Size Limit: 10MB per file.
- Purpose: Generous enough for users to explore the app meaningfully without overwhelming resources.

### 2. AI-Assisted Graphs

- Limit:
- 3 graphs per file.
- 20 graphs total per month.
- Graph Types: Bar, line, and pie charts (basic).
- Locked in Premium:
- Advanced graph types (scatter plots, heatmaps, multi-axis).
- Unlimited graph creation.

### 3. AI Insights

- Limit: 20 AI queries/month.
- Included Queries:
- Example: "What's my best-selling product this month?"
- Example: "What trends are visible in my sales data?"
- Locked in Premium:
- Unlimited queries.
- Advanced insights like anomaly detection, forecasting, and cross-file analysis.

#### 4. Reports

- Limit: 5 reports/month.
- Export Format: PDF only.
- Locked in Premium:
- Unlimited reporting.
- Customizable reports (branding, layout options).
- Export in multiple formats (Excel, Word).

#### 5. Trial Feature

- 7-Day Unlimited AI Trial:
- Unlimited uploads, AI queries, graph creation, and reporting for the first 7 days.
- Clear upgrade prompts after the trial ends.

#### 6. Alerts & Notifications

- Included:
- Weekly email summaries with basic insights (e.g., "Sales increased by 10%").
- Locked in Premium:
- Real-time alerts for trends and anomalies.
- Customizable notifications.

#### 7. Dashboard Access

- Included:
- View 3 pre-set metrics (e.g., total sales, top-performing product, revenue growth).
- Locked in Premium:
- Customizable dashboards with advanced KPIs.

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## Why This Free Plan Works

### 1. Generosity That Attracts Users:

- 50 uploads, 20 queries, and 20 graphs/month provide meaningful engagement while leaving room to scale.

### 2. Upgrade Motivation:

- Heavy users will naturally want unlimited uploads, advanced AI features, and customizable reporting tools.

### 3. Cost Management:

- Limits on advanced features balance user value with operational costs.

### 4. Trial Feature Encourages Exploration:

- A 7-day unlimited trial ensures users experience the premium value, increasing conversion rates.