

7shifts Data Analyst Exercise

Attached are 2 files: companies.csv and trials.csv. Please explore the data for approximately 30 minutes and tell me 1-3 interesting things you find about the conversion rates or other trends. Visualizations may be helpful but are not required.

Important information:

- This was done in .csvs for ease of use, feel free to import it into whatever database or tools you prefer.
- Trials can be joined to companies via company_id. A trial with no company ID did not convert.
- Conversion rate is defined as the proportion of prospective customers (trials) that made a purchase and became actual customers (companies) within a given time period.
- This data was generated from a script; however, this data should be treated as if it were real-world data. Any data issues or inconsistencies were placed intentionally as an exercise in data cleaning.