

This dataset has been provided by Canva for students of SCIF3000 in Semester 2, 2025. It is supplied on the understanding that it must not be published online or included in any journal by the university or by students.

Because Canva's real reporting data is sensitive and confidential, our Legal and PR teams have advised that only simulated data can be shared externally. To meet this requirement, I have prepared a synthetic dataset. While it does not contain Canva's actual metrics, it has been designed to reflect realistic structures, distributions, and relationships. This ensures that students can still work with meaningful patterns, without exposing confidential information.

Students are therefore encouraged to focus on comparing countries and exploring relationships between variables, rather than attempting to draw conclusions from absolute totals, as these will not be reflective of reality. For example:

"Country X has roughly twice as many MAUs as Country Y"

"Growth doubled in Country Z in 2024"

These kinds of relative comparisons are valuable, whereas statements such as "Country A was the first to reach 5 million MAUs" are not valid, since the dataset does not represent true totals.

## Data Dictionary

### Canva Templates

This dataset contains counts of templates in each locale by localisation type. Bespoke/creator templates are the gold standard as they have been created specifically for this audience.

Translated templates are of lower quality as they may not necessarily be culturally relevant.

Locale Code: combination of language code and country code (e.g. es-AR = Spanish - Argentina, pt-BR = Portuguese - Brazil, fr-CA = French - Canada)

bespoke\_i18n - international (i.e. non english) templates created by in-house design team.

creator\_en - freelance creator (english)

creator\_i18n - freelance creation (international)

en - in house design team (english)

localized\_child - english templates that have been translated into the relevant language.

### MAU by Plan Type

This dataset contains counts of monthly active users by plan type and country\_code.

Country Code: Unique 2 letter country code

Plan types:

- Free
- Canva Pro (paid individual subscription)
- Canva Teams (paid team subscription)
- Canva Education (premium subscription offered for free to eligible teachers, students and schools)
- Canva NFP (same as Canva Pro but offered for free to registered Not for Profit Organisations)
- Canva Enterprise (premium subscription for businesses with added security features etc).

MAU: Monthly Active Users. A count of registered users (must have an account) who have taken a meaningful step towards designing in the last 30 days (includes, opening, organising or sharing a design)

### Device Tiers

Counts of mobile devices observed in the last 30 days by country\_code and device tier.

Device Tier

- high
- medium
- low

Exact device specifications of the tiers are not super relevant here. Moreso the distribution of low/medium/high in each markets.