**Prompt**

The Marketing team is looking to capitalize more on our food and recipe content and want to know more about how our user interacts with this content. Using the attached data sets please give at least three data backed recommendations and one suggestion about how you might find out more about this audience.

The Marketing team’s main objective is increasing the usage and engagement of the product. As a starting point the Marketing team has suggested a handful of questions below that might help them make an informed decision. (Do not feel required to answer these specific questions, they are only here to help you brainstorm potential avenues of analysis.)

* How often are our users visiting in a week? What is a good content velocity?
* Are there common themes about the content that is getting the most traction?
* Are people finding our content through other channels? Is there a way we might capitalize on this?
* What is a good time to send our Emails?
* Are there different types of users? How would we segment them?

The attached data is separated into two files, one week worth of pageview activity to food and recipe content and a file on the user’s subscription.