

The questions can be described as follows:

1. Write in order, the top 5 clients that can be called as the biggest starter at the company. Hint: To get this, you'll need to measure and compare the team size of the clients in their first month of service. Assume: First month of service is the month where very first movement happens.
2. What is the typical client lifetime? Please consider and mention specifically the statistical quantity you use to determine this value.

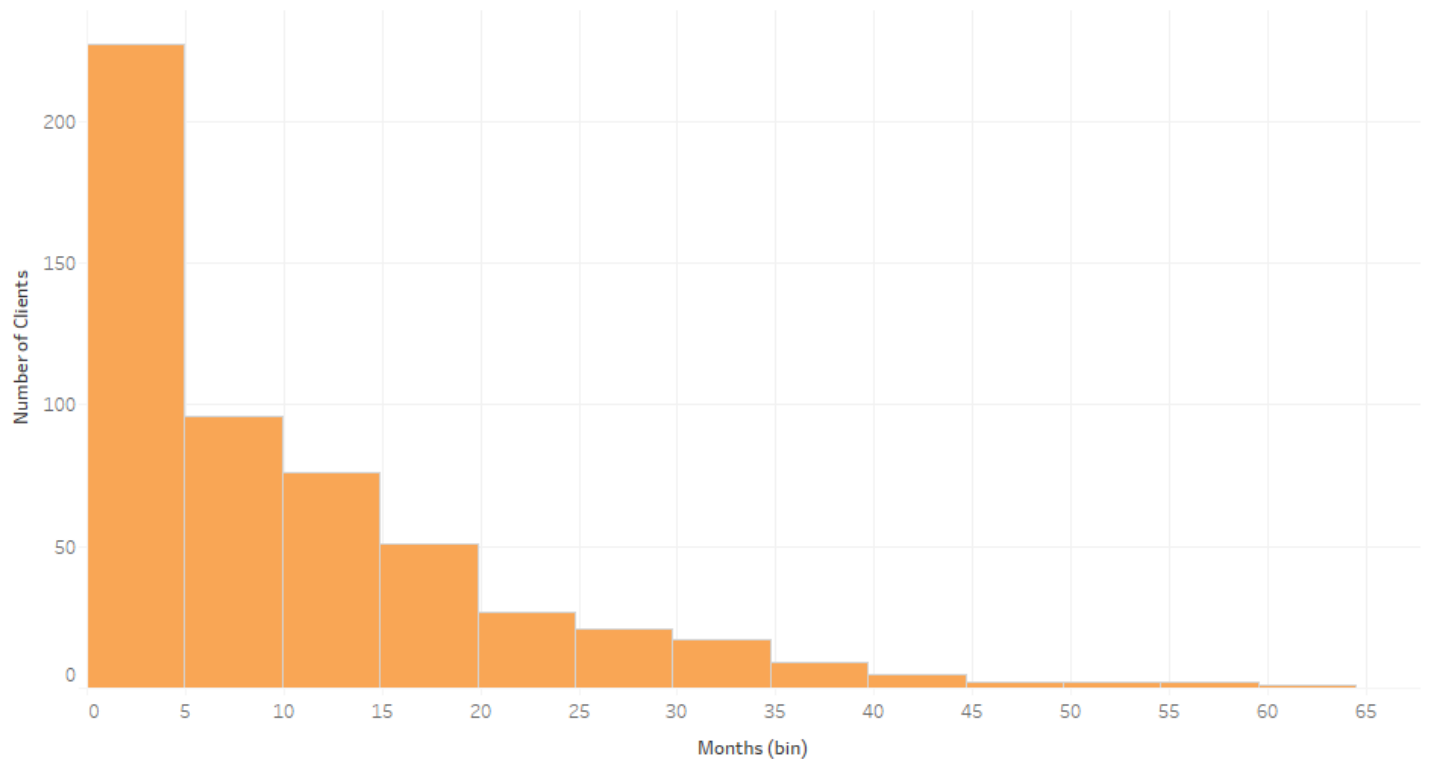
### My answer for those questions

1. I took every client first month “connected” with the Agents/Team Leaders. The result is:

No.	Client	Team Size
1	53727-cli-b2d-lth	14
2	50217-metelix	13
3	51317-qli-core-ink	12
4	48557-pap-gins-ure	11
5	41867-cla-lack-inc	10
	45317-cas-iious-inc	
	47837-mel-hipr-ria	

2. First, I fill in the missing value in the end\_date with today's date (3<sup>rd</sup> of April 2022). Then, I subtract end\_date with start\_date. Then I converted it into month, where I rounded down the values. If the project does not reach a month of work, I change it into 0 month. Using Mode, the most lifetime of a client is 0 months. 47 clients' project were worked under a month, which is around 8.7% of all client. Using Tableau, we can see that in the Figure 1.

### Most Frequent Project Length (in Months)



**Figure 1 – Number of Clients by Number of Months of a Project**

In Figure 1, we can see that most project length are around 0-5 months. Then, the next are around 5-10 month, etc. This means that the company in questions mostly handle short-term project, which only lasted about a month. Even though the company mostly handle short term project, the company also handle several long-term projects, one of them is in the range of 60-65 months.