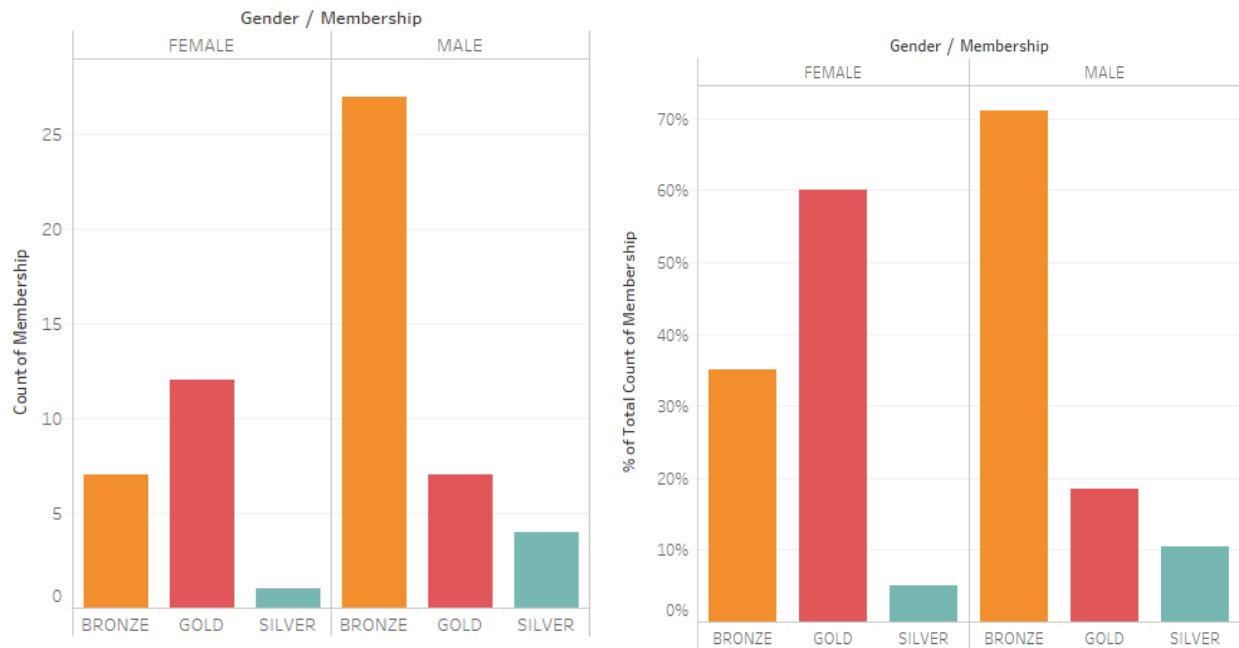


1. There is a bug in code which makes reality is NULL , there is two data pattern which can help developer to find root cause of it , can you identify it ?

➔ All are females

➔ UserID starting with B5A

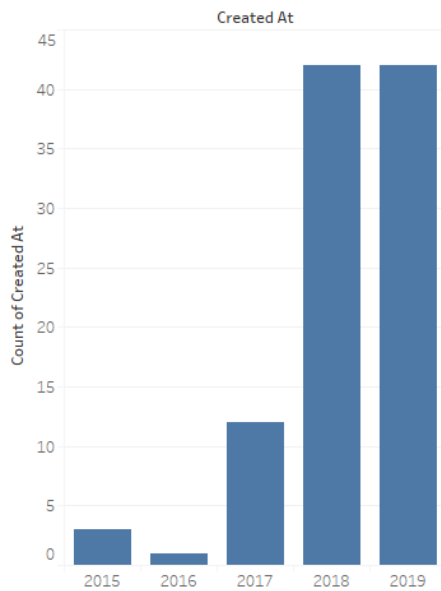
2. What is significance relationship between Gender and Membership?



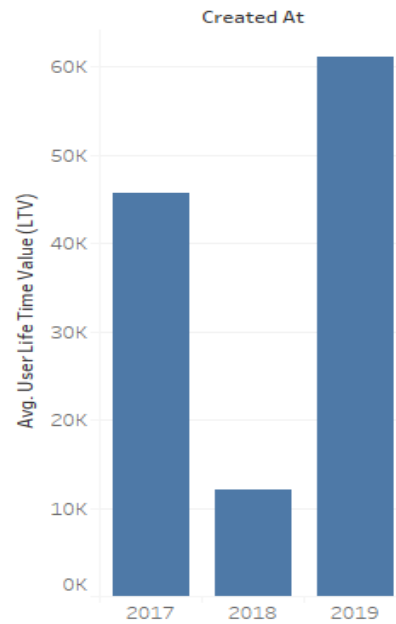
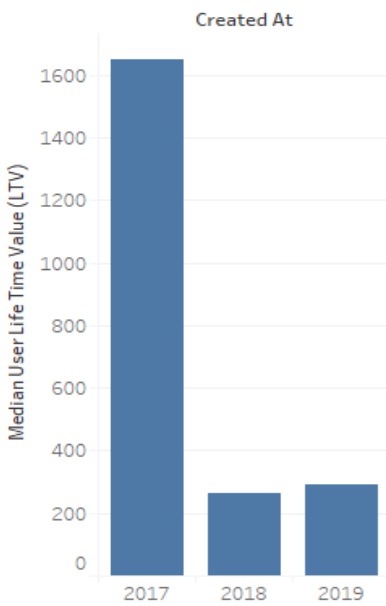
Points:

- 60% of the total Female users opt for the GOLD membership
- >70% of the total Male users opt for the BRONZE membership
- SILVER membership has the least number of users

3. Find any pattern between date of user acquisition with LTV.

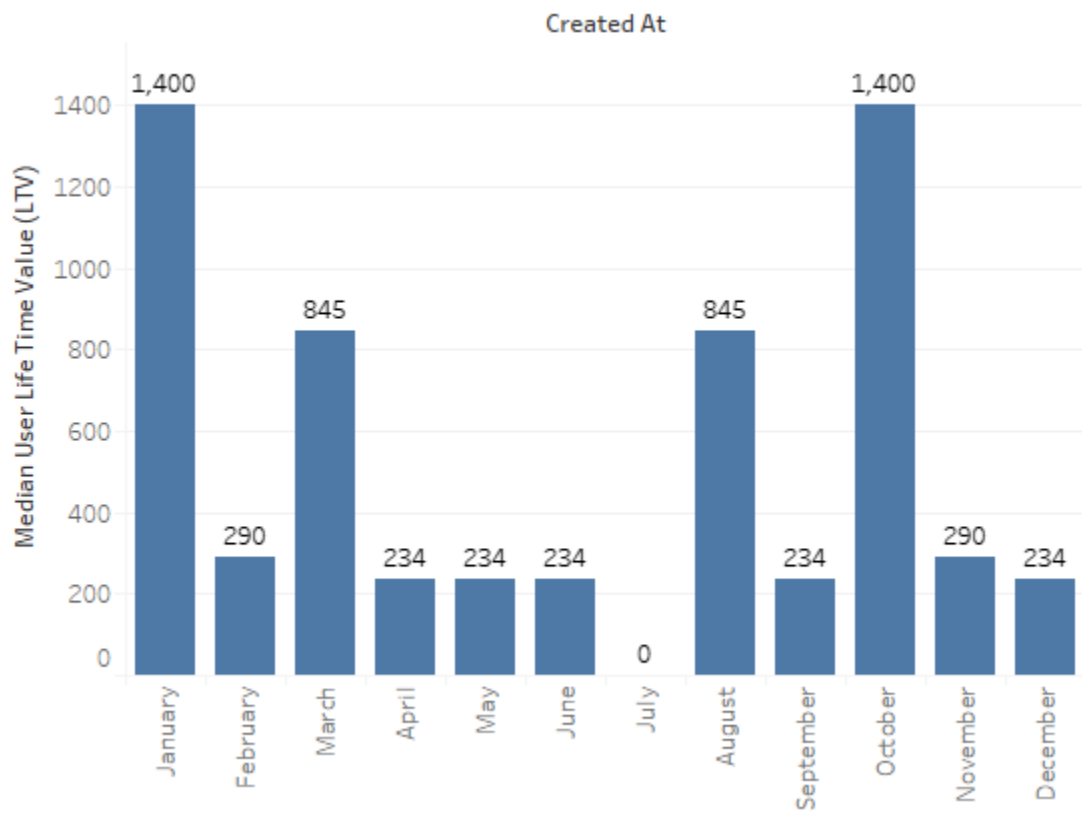


Proceeding with analysis for the years 2017, 2018, 2019



Points:

- There are outliers in LTV values due to which the average values are very high.
- Median values are a better estimate here
- Median value is high for the year 2017 (Total no. of acquisitions = 12)
- There is a slight rise in median value from 2018 to 2019



- If we look at the month wise data January and October has the highest median values for LTV
- Followed by March and August