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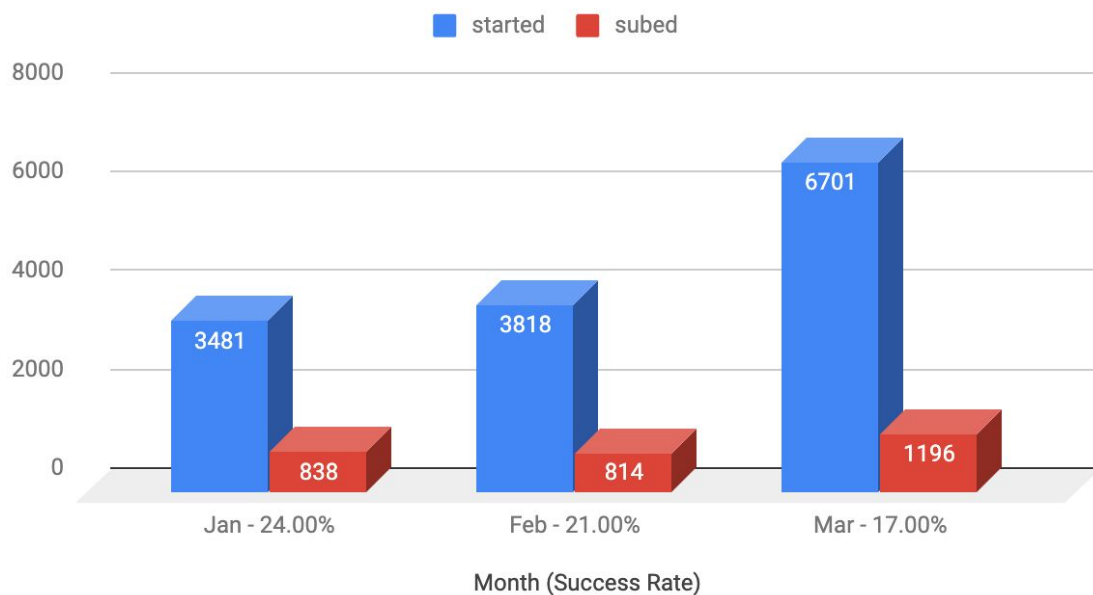
Thistle Data Analyst Exercise

- SQL attached
- Spreadsheet attached

Insights:

1. January seems to have the highest success rate of subscribing users who enter the checkout flow. Although the number of people arriving at the landing page has been increasing, the success rate seems to be dropping.

Started vs Subscribed



month_	started	subscribed	percent_subscribed
Jan - 24.00%	3481	838	24.00%
Feb - 21.00%	3818	814	21.00%
Mar - 17.00%	6701	1196	17.00%

2. Vegan protein seems to have a higher success rate

protein_type	num_users	success_rate
animal_protein	7399	18.00%
vegan_protein	6066	23.00%

3. Out of the 3648 total number of users who have subscribed, 1058 (~a third) users have canceled their subscription within 14 days of signing up

cancellation_within_14_days	Total subscribed	14_day_cancellation rate
1058	3648	29.00%

4. Performing a retention analysis by weekly cohort shows a similar retention curve for four different cohorts (plotted below)

Weekly Retention

