Hi \_\_\_\_\_\_,

Welcome to the \_\_\_\_\_\_ analytics squad! To become a fully productive analyst on our team, you need to understand the business, the data available and the tools.  Learning all of this can be daunting and difficult to navigate.  We’re going to make things a little easier by undertaking a “Choose your own adventure” style onboarding.  Your first project will focus on learning only the business and the data available.  Your analysis can be performed in the tool(s) of your choice.

In this exercise, you will use the csv to explore [part of the business]. Please explore the xls titled “\_\_\_\_\_\_” with any tool(s) of your choice.  The goal is to identify and communicate any trends that you notice within the data set.  You will use this insight to recommend some activities that could be performed to increase usage or decrease customer churn.  This is an open-ended exercise, so be creative!  There are no wrong answers.

Some starting hints: You may find customers behave differently based on some of their spend attributes and their months since first purchasing the product or signing up for an account.

**Extra Information**

* *Add links to all applicable tutorials and documentation for both the data and tools as well as the subject area being covered.*

**Results**

Please document your results in the keynote and use the template included in the package.   When you feel close to a first informal set of recommendations, please set up time with me to review.

**Next Steps**

We have no shortage of business problems to tackle and analytical tools to employ here at \_\_\_\_\_\_.  From a technical perspective, we work with a variety of tools covering warehouses, BI, data applications, real-time event streaming, data science and predictive analytics.   From a business perspective, we work on data investigations with sales, marketing, dev, design, product management, user research and more.  The possibilities are endless! Good luck with your first assignment.  I can’t wait to see how your adventure turns out!