From:	Product Manager
Received:	Today
Subject:	Product questions

Hi,

Sure, I can give you some more information on the product and data:

Account info:
- Signup_date is the day the customer created their account
- State: currently we're US only - we'll need a think about our data structure when we expand internationally, but we're not thinking about that right now
- Plan types: I'd expect the different types of plan to be captured in the data, but you might want to check. We have the following tiers: free, basic, pro or enterprise
- Plan list price: this is actual price paid
- Churn status: we mark people as churned once their subscription has been cancelled.

Customer support:
- Ticket time is according to when it was received by us - so Pacific time.
- Resolution time is from ticket creation to the ticket being closed
- Channel is the channel it was first received in.
- I don't know about duplicate or merged tickets - I wouldn't expect so, but who knows?
- We do occasionally receive GDPR data deletion or "right to be forgotten" requests through customer support, so we need to make sure we stay compliant with handling and processing those properly.

User_activity
- I think this is pretty straightforward, this logs user actions.

I'm not sure how often our data is updated - see if the Engineering Manager knows.

I think it would be fair to say that the most useful recommendations that give clear actions that Senior Leadership can consider, well backed by evidence. They don't like technical or data only recommendations - it's got to be something they can action today to drive improvements.

Best,
Sasha (Product Manager)