**Considerations**

* Free Students -who used platform for more than 30 days used.
* First purchase date using to compare all aggregated engagements students made before the first purchase.
* Only taken record values of an attribute that fall 90% of the Free students who haven’t made any switch.
* Picked 198 data points randomly from the free students who didn’t switch to purchase =INDEX(SORTBY(Sheet1!A$2:A$25946,RANDARRAY(ROWS(Sheet1!A$2:A$25946))),SEQUENCE(120))
* Over all DS 370.
* Free students who registered and made purchase on the first day with no data record are excluded except US & GB students .
* *11 Independent variable Selected* ***(****Student\_country ,Number of Courses Taken,Number of engagement\_quizzes,Number of engagement\_exams,Number of engagement\_lessons,Total minutes\_watched,Total Number of date\_watched,Number\_of\_Exams\_Attempted,Number of Exams\_Taken,Average\_Exam\_Result,Average\_Exam\_Completion\_Time.****)***
* Switch as dependant variable.

**Limitation**

* It is hard to track the quizzes take back to before purchase of courses,Therefore couldn’t consider quizzes taken.