**Explanation of the data for analysis**

This data set represents an example of trends we see during the tax season.  Although the data is not real, it is representative of two tax seasons of data.

**Column Descriptions:**

* **Tax Year**: The year the customer filed their taxes (i.e. In 2015, they filed their 2014 (TY14) taxes)
* **Log-In Date**: The date they first logged in to the product in that tax year
* **Completed Product**: Which product did they use to file their taxes
* **Marketing Channel**: Which marketing channel drove the log-in
* **Customer Type**: What customer segment is the customer in when they logged in
  + *Veteran - Returning/Existing Customer*
  + *New - New Customer*
* **Log-In Flag**: Flag indicating whether or not the customer logged in vs. just visited.
  + This data includes only customer's who logged in.
* **Completed**: Flag indicating whether or not the customer completed after logging in
* **Session Count**: # of times a customer logged in before completing
* **Price**: Average selling price per unit

**Note on Null**

* Null values means there is data missing or not available.