You have access to datasets containing info about users traffic on the Datadog application here: <https://dtdg.co/data_analyst_assignment_dataset>

It contains csv files representing the following tables:

* **fact\_app\_pageview**
  + pageview\_id *string*
  + pageview\_timestamp *timestamp*
  + datadog\_user\_id *string*
  + company\_id *string*
  + geo\_country *string*
  + page\_url *string*
  + page\_id *string*
  + source *string*
* **dim\_app\_page**
  + id *string*
  + category *string*
  + subcategory *string*
* **dim\_user**
* id *string*
* name *string*
* role *string*
* created\_timestamp *timestamp*
* **dim\_customer\_company**
* id *string*
* name *string*
* signup\_timestamp *timestamp*
* billing\_plan *string*

There are two main types of usage of the Datadog application in terms of traffic:

* Users navigate, on their computer, within the application to configure monitoring features and investigate issues
* Some customers display dashboards on big TVs in their offices so they can always keep an eye on their infrastructure and applications health. In that case, pages are refreshed automatically.

We found out that a few months ago, the number of weekly pageviews has dramatically decreased while the number of active users and active customer company kept following the same trend. It never came back to its original order of magnitude since then.

**Exercise:**

Proceed to a data analysis that will show clearly this sudden drop and explain the root cause of this change.

Your analysis will have to:

* Contain the code that you ran
* Visualizations illustrating your findings
* Your final recommendations, for the Internal Analytics and/or other stakeholder teams at Datadog, on how to deal with this finding.