

BI Analyst Product Case Study

As a company transitions to becoming a Product Led organization, they often execute on a freemium strategy, which includes giving free access to a version of their product that allows prospects to utilize the software and see the potential value they will receive from their product. With this, the company needs to understand the freemium user journey, including the key product features that drive a user to utilize the software more, gain more value, and become a strong prospect that is likely to purchase the product. They also need to learn the user's potential drop off points within the software experience.

Our goal is to understand & drive the behaviors that lead a prospect in the freemium experience to ultimately purchase our product. Please review the dataset attached and provide an analysis on the conclusions you would draw from this data that would inform the product team of how a user experiences value from our product. Please note, the ideal steps a user takes in this software experience are listed below & you may find a video walkthrough of the product [here](#).

1. Create account
2. Complete BA
3. Add team members to the team
4. Team members complete BA