Creately - Data Analyst Assessment

Duration: **5 Days**

Do a comprehensive report for the below requirement.

1. Using the given dataset, analyze user cancellations and compile a report with your findings and insights. What you need to find out is, of the users who canceled - how long were they through.

   After purchasing how many users canceled; within 1 Month/ 2 Months/ 3 Months ….etc

   - Also do a comprehensive full analysis on subscription type, tenure and any other useful analysis you can do using the dataset. You may have to structure data to do a proper analysis.
   - Include a separate section to provide insights and answers to the below areas.
     - What does the data indicate about overall sales and cancellations?

       - According to your analysis do you think there is a problem with sales and cancellations?

       - Imagine these subscription data are from a SaaS company like Creately.com; if so, based on the analysis - what are your suggestions or recommendations to improve analyzed metrics?
         (you may visit creately.com to understand the business model)

       - According to your analysis and understanding, what sort of business problem/s can be identified and find solutions for analyzing this particular dataset.

   Additionally, based on your analysis - you can add any other useful information you think would be helpful in terms of making decisions.

   You are free to use any method/tool you like to analyze the dataset.
   To document your report: use Google Doc/Slides or Office Word/Powerpoint

2. Create a dynamic dashboard using the dataset and attach the screenshots to the same document/report above, or share a link on the same. Use a software/tool like Power BI, Tableau...etc for this task.

3. Add an overview explaining how to approach a task of this sort.
   Document how you approached this particular task step by step highlighting your thought process.

   You can include this part as the first few pages of your analysis report or do a separate document.