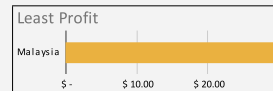
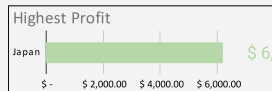
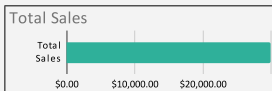
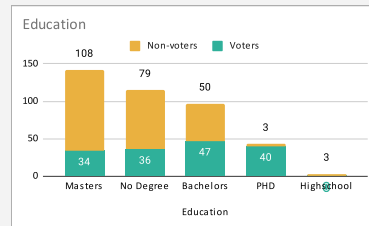
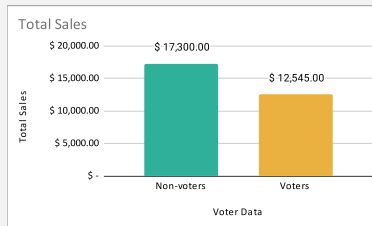
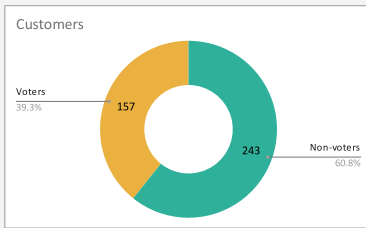
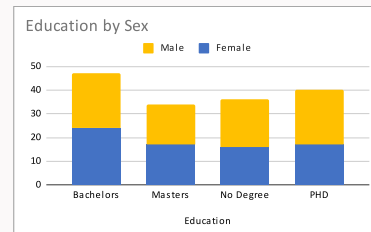
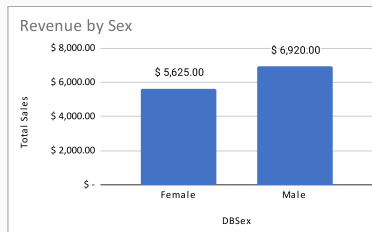
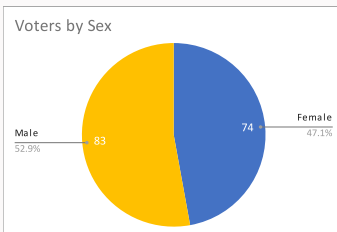
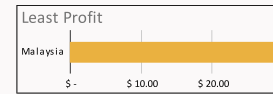
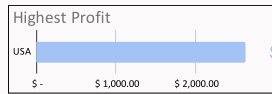
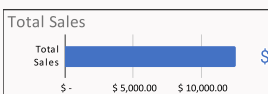


Overall Assessment (Voters & Non-voters)



Voters' Assessment



Education	Voters	Total Sales
Bachelors	47	\$ 710.00
Masters	34	\$ 1,860.00
No Degree	36	\$ 6,120.00
PHD	40	\$ 3,855.00

Race	Voters	Total Sales
Black or African	5	\$ 635.00
Hawaiian or Others	3	\$ 400.00
White	149	\$ 11,510.00

Race vs Education	Educated	Uneducated
Black or African	5	
Hawaiian or Others	2	1
White	114	35

Country	USA	Japan	Brazil	India	Argentina	Russia	Italy	Spain	UAE	Pakistan	Others
Total Sales	\$ 2,625.00	\$ 2,360.00	\$ 880.00	\$ 745.00	\$ 630.00	\$ 570.00	\$ 560.00	\$ 495.00	\$ 495.00	\$ 460.00	\$ 2,725.00
Voters	22	31	12	13	2	5	7	4	4	7	50
ARPU	\$ 119.32	\$ 76.13	\$ 73.33	\$ 57.31	\$ 315.00	\$ 114.00	\$ 80.00	\$ 123.75	\$ 123.75	\$ 65.71	\$ 54.50

Comments

- * Sorted, modelled and cleaned the data by removing 65 instances of "I"
- * Computed the the **total sales** with **unit price** and **duration**
- * **Product name** is the dataset responsible for conversion. This will be done by **upselling** "free" customers who spend longer duration
- * Japan seems to be most profitable if both voters and no-voters are considered. However, USA is the most profitable if only voters are considered.
- * Malaysia is the least profitable across board
- * The correlation between educated and uneducated is that the majority of voters are White
- * **Argentina** and **Spain** has the **highest Average Revenue Per User (ARPU)** of \$315 and \$124 respectively