Email Market Analysis

This project is based upon a dataset that is taken from the list of the subscribers for the email newsletters and it can be used for the analysis for email marketing purposes. This dataset has 10000 records and it contains various information patterns and constraints like physical features, locations and status of individuals who have subscribed the email newsletter

Preprocessing

Remove column1 and Type and then remove the null values from each column

Split the Enrolled-on column into Date and Time

Capitalize each word on gender and Living status

Dashboard

Show the count of gender

Show the count of status

Visualize the number of people signed up by marital status (Count of marital status)

Show the count of living status

Find the top 5 state that people signed up

Find the top 5 city that people signed up

Find the increment and decrement of enrolment through various years

Visualize the number of enrolments through various time

Create a card on number of active users

Create a card on count of state

Create a card on count of gender

You can customize the format of the chart based on your wish