DATA ANALYSIS ON CUSTOMER DATABASE

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### TASK - DATA ANALYSIS ON CUSTOMER DATABASE

Campaign For TPO(Training and placement officer) data base

Analysing the report generated from zoho one

Procedure:-

We were provided with a work drive with raw data approx. 12 folders having combined data for industries ,TPO, college, principal etc

We are also provided with product details for campaign

## Cleaning:-

**Step 1 -** We have divided all the raw data among us approx. 4 folder each

**Step2 -** Imported raw data to python for cleaning one by one

**Step3 -** Changed the column name (email id to email, mail id to email, etc.) so that all files have comparable content in the column and our data merging should go well. similarly for additional columns

**Step4 -** Merged all the files using ‘concat’ function in python

**Step5 -** Checked for duplicated values(duplicated.sum() function

**Step6 -** Checked for null/NaN values(isnull().sum() function

**Step7 -** Removed unnecessary values or blank spaces

**Step8 -** Splitting of column (some columns have combined name and designation in a single cell we separated using split() function

**Step9 -** Removed columns which has very low or negligible data by checking its value count using value\_counts() function

**Step10 -** Once all of our data had been thoroughly cleansed, we combined it with the data of every team member according to industries, colleges, students, etc. for processing.

Tools Used :- Python,Excel

## Product :-

**Task -** We were provided with the details of products,our task was to segregate it as per client need

**Step 1**. We separated the columns such as company, industry type, TPO etc.

**Step 2**. Analysing the product details

**Step 3**. Mapped the data as per product details

Tools Used :- Microsoft Excel

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## Data Visualization: -

Created Power BI dash board for comparison of raw data and clean data.

Tools Used :- Microsoft Power BI

## Campaign: -

**Step 1 -** We received a brochure, developed an email template according to it, and attached the brochure as well.

**Step 2** - divided TPO data in the batch of 250/500 for sending mail

**Step 3** - added contacts of TPO’s and sent campaign one by one

**Step 4** - created Power BI dash board for visualization

Tools Used:- Microsoft Power BI, Python, Zoho Campaign

## Final outcome: -

## Raw TPO data - 10483

## Clean TPO data - 5005

## Valid contact - 3153

## Valid contact(unopened) - 2556

## Opened mail - 657