Data Analytics Practice Brief: Cleaning Sales Prospect Data for Follow-Up

Objective:
Prepare a clean dataset for the Sales Team to effectively follow up with prospects. The dataset must be free of irrelevant information and contain only useful, accurate, and actionable fields.

Dataset Fields Provided:

- customerID

- First_name

- last_name

- Phone_number

- Address

- Paying Customer (Yes/No)

- Do_not_contact (Yes/No)

- Not_useful_column (irrelevant data)

Expected Output: A cleaned and filtered dataset with only non-paying, contactable prospects, ready for the Sales Team to use in follow-up campaigns. The final dataset should include:

- customerID

- First_name

- last_name

- Phone_number

- Address