**PANDAS TASK-05**

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| **INFERENCESES FROM DATA SETS** | **INTERPRETATION FOR THE PROBLEM STATEMENT** |
|  | The platform user is more by the Organization Invite by the user. It can be inferred by the count plot which is shown beside. Our product is most popular among the organization users. |
|  | The most organization invite is given by **“zwmry”.** This client has the higher business value and potential. |
|  | The organization “addnf” have low entry count need to focus separately to boost the business and have potential to grow compared to **“zwmry”.** |
|  | The product entry usage is high post the financial year and uniformly distributed over later month. Might be the chance of next business target and order booking ahead of the financial year. |
|  | More than half the entry usage in the year 2014.compared to 2013. As a business need to improve the product usage and look for any other competition in the market. As its is observed from the graph it’s a drastic reduction. |
|  | More person not opted for the marketing mail. The conversion rate in only 50% for all the category except Organization invite. The opting percentage high only on the organization invite. |
|  | Marketing dripping mail is observed to be disabled by most of the users. |
|  | The organization who enrolled first have more contribution. From the distribution it is observed to be right skewed distribution |
|  | "Adopted user" are a user who has logged into the product on three separate days in at least one seven day period. From the data set it is found that in the dataset **2364** adopted user, using the product. |