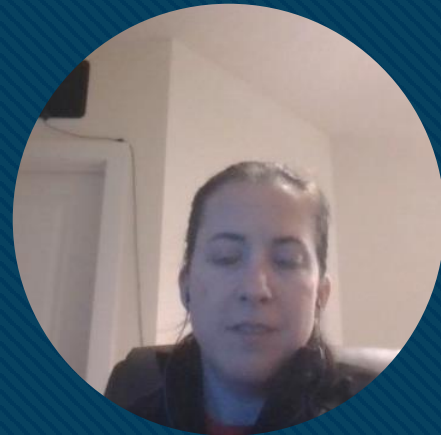


How Do We Increase Positive Responses to Emails?

Team: Dana Leenheer



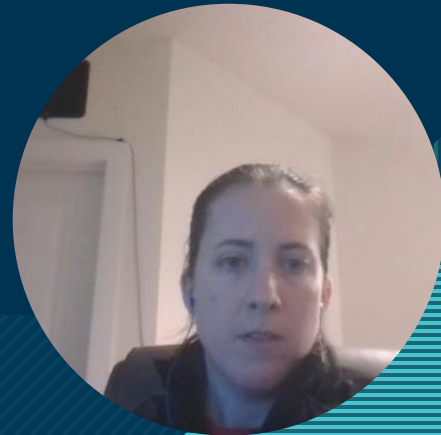
Questions Addressed?

- What is the most common job title?
- Do job titles vary by region?
- What job titles are most frequent within different industries?
- Are the most common job titles different in the United States?
- Are general job titles more popular than department specific titles?



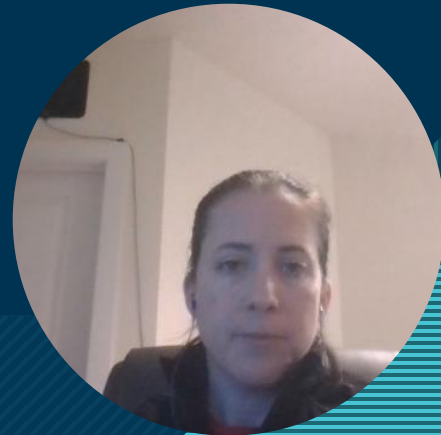
Data Preparation

- Data Cleaning, pre-assembly (deleted extra columns)
- Data Integration – external CSV files
- Data Cleaning – duplicate rows, job titles
- Data Selection – SQL in Athena – internal data set
- Data Cleaning – internal data set



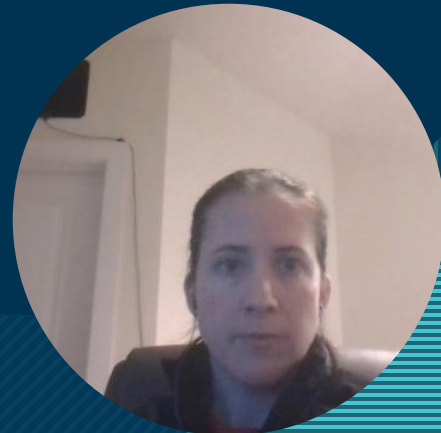
Tools Used

- Google Sheets
- Amazon Athena
- Microsoft Excel



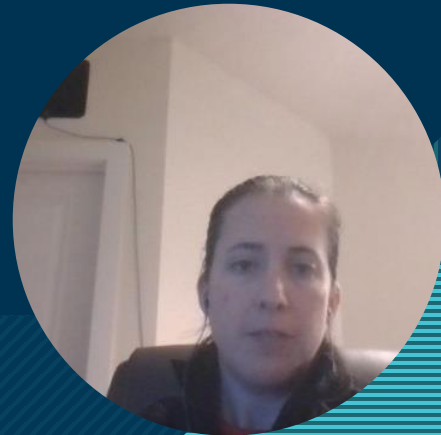
Techniques Applied

- Data Cleaning – multiple rounds, formulas used
- Data Integration
- Data Selection/Querying
- Data Transformation – pivot tables, charts



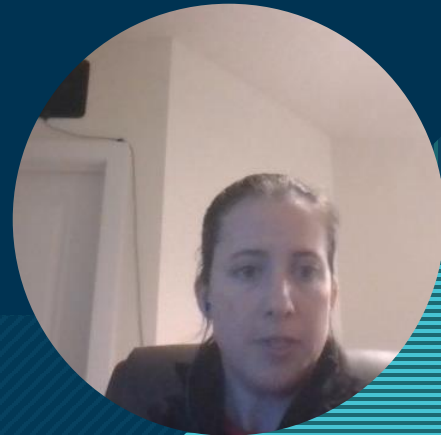
Knowledge Gained

- Drill down views of the data set
 - Pivot table then charts or tables
- Focus was job titles after initial confirmation of relevance
 - Employee # & top industries on target
- General titles were the most popular
 - Vice President, Director, Managing Director
- Chief Operating Officer



Application of Knowledge

- Top 20 lists for the top industries
 - Will expand to top 50 and share with coworkers
- This project success will lead to Manager & Entry level investigations
- Recommendation to co-workers to combine general titles with department specific roles (increase general over time)





Thank You