

Creating schema and importing data to it

The screenshot shows the MySQL Workbench interface with the 'virtual internship' schema selected in the Navigator. The SQL editor contains the following queries:

```
1 • create schema esha_project;
2 • SELECT * FROM esha_project.`virtual internship`;
3 • use esha_project;
4 • select 'Prospect ID', 'Lead Number' from virtual internship;
5
6 • describe virtual internship;
7
8 • select distinct company from virtual internship; select count(company) from virtual internship
9
10 where company <> '';
11
12 • select count('Lead Source') from virtual internship
13
14 where 'Lead Source' = '';
15
16 • select 'What matters most to you in choosing a course', count('What matters most to you in choosing a course')
17 from virtual internship
```

The Output tab shows the results of the queries:

#	Time	Action	Message
31	04:55:59	SELECT * FROM esha_project.`virtual internship` LIMIT 0, 1000	1000 row(s) returned
32	05:07:43	SELECT * FROM esha_project.`virtual internship` LIMIT 0, 1000	1000 row(s) returned
33	05:07:56	use esha_project	0 row(s) affected

Displaying the data set

The screenshot shows the MySQL Workbench interface with the 'virtual internship' schema selected in the Navigator. The SQL editor contains the same queries as the previous screenshot. The Result Grid displays the data set:

Prospect ID	Lead Number	Lead Origin	Lead Source	Do Not Email	Do Not Call	Converted
7927b2df-8bba-4d29-b9a2-b6e0beafe620	660737	API	Olark Chat	No	No	0
2a272436-5132-4136-86fa-dcc88c8f482	660728	API	Organic Search	No	No	0
8cc8c611-a219-4f35-ad23-fdfd2656bd8a	660727	Landing Page Submission	Direct Traffic	No	No	1
0cc2df48-7cf4-4e39-9de9-19797f9b38cc	660719	Landing Page Submission	Direct Traffic	No	No	0
3256f628-e534-4826-9d63-4a8b88782852	660681	Landing Page Submission	Google	No	No	1

Code which display the data where the value is null

The screenshot shows the MySQL Workbench interface. The left sidebar displays the 'SCHEMAS' panel with a tree view showing the database structure. The main query editor shows the following SQL code:

```

10  where company <> "";
11
12  • select count('Lead Source') from virtual internship
13
14  where 'Lead Source' = "";
15
16  • select 'What matters most to you in choosing a course', count('What matters most to you in choosing a course')
17  from virtual internship
18  group by 'What matters most to you in choosing a course';
19  • create table lead_data
20
21  select ('Prospect ID', 'Lead Number', 'Lead Origin', 'Lead Source', 'Do Not Email', 'Do Not Call',
22  'TotalVisits', 'Total Time Spent on website', 'Page Views Per Visit', 'Last Activity', 'Country',
23  'Specialization', 'How did you hear about X Education', 'What is your current occupation',
24  'What matters most to you in choosing a course', 'Search', 'Magazine', 'Newspaper Article',
25  'X Education Forums', 'Newspaper', 'Digital Advertisement', 'Through Recommendations', 'Lead Quality',
26  'Update me on Supply Chain Content', 'Get updates on DM Content', 'Lead Profile', 'City',
27  'Asymmetrique Activity Index', 'Asymmetrique Profile', 'Asymmetrique Profile Score',
28  'I agree to pay the amount through cheque', 'A free copy of Mastering The Interview',
29  'Last Notable Activity')
30  from
31  virtual internship;
  
```

The 'Information' panel on the left shows the table structure for 'virtual internship'.

Columns:	Prospect ID	Lead Number	Lead Origin	Lead Source	Do Not Email	Do Not Call	Converted	TotalVisits	Total Time Spent on Website	Page Views Per Visit	Last Activity
	text	int	text	text	text	text	int	int	int	double	text

Output

Field	Type	Null	Key	Default	Extra
Prospect ID	text	YES			
Lead Number	int	YES			
Company	text	YES			
Lead Origin	text	YES			
Mobile Number	text	YES			
Website	text	YES			
Time Zone	text	YES			
Job Title	text	YES			
Lead Source	text	YES			
Source Medium	text	YES			
Notes	text	YES			
Source Campaign	text	YES			
Source Content	text	YES			
Do Not Email	text	YES			
Do Not Call	text	YES			
Lead Stage	text	YES			
Lead Grade	text	YES			
Lead Score	int	YES			

Choosing a particular column's information

What matters most to you in choosing a course	count('What matters most to you in choosing a course')
Better Career Prospects	3494
Other	1436

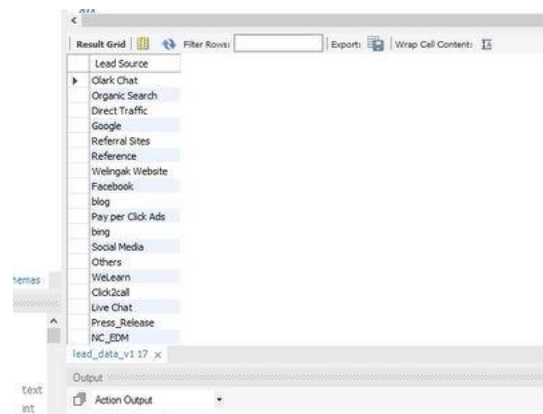
Change 'Null = Others'

#	Time	Action	Message	Duration / Fetch
31	15:25:51	set sql_safe_updates=0	0 row(s) affected	0.000 sec
32	15:26:54	update lead_data_v1 set 'Lead Source' = 'Others' where lead_data_v1 'Lead Source' = ''	14 row(s) affected Rows matched: 14 Changed: 14 Warnings: 0	0.032 sec
33	15:27:14	select distinct 'Lead Source' from lead_data_v1	10 row(s) returned	0.015 sec / 0.000 sec

Code for updating Null=Others

```
set sql_safe_updates= 0;
update lead_data_v1 set `Lead Source` = 'Others'
where lead_data_v1.`Lead Source`= '';
```

Select a particular column 'Lead Source' from a table that we created as 'Lead_data_v1'



Output:

A screenshot of a database management tool's table view. The table has three columns: 'Lead Source', 'Count', and 'Total'. The data is as follows:

Lead Source	Count	Total
Google	1648	
Direct Traffic	1276	
Olark Chat	917	
Organic Search	632	
Reference	216	
Referral Sites	119	
Weingak Website	66	
Facebook	30	
Others	14	
Social Media	2	
Click2call	2	
Live Chat	2	
Press_Release	2	
blog	1	
Pay per Click Ads	1	
bing	1	
WeLearn	1	
INC_EDM	1	

Cleaned Data set

Sort fields Data source order												Show aliases Show hidden fields 1,000		rows
Abc	Abc	Abc	Abc	Abc	Abc	Abc	Abc	Abc	Abc	Abc	Abc			
Prospect ID	Lead Number	Lead Origin	Lead Source	Do Not Email	Do Not Call	TotalVisits	Total Time Spent ...	Page Views Per Visit	Last Activity	Country	Specialization			
7927b2df-8bba-4d29-...	660737	API	Olark Chat	No	No	0	3.75	0.5000	Page Visited on Webs...	Other	Select Specialization			
2a272436-6132-4136-...	660728	API	Organic Search	No	No	5	83.75	2.5000	Email Opened	India	Select Specialization			
8c08d611-a219-4f95-...	660727	Landing Page Submis...	Direct Traffic	No	No	2	4.00	2.0000	Email Opened	India	Business Administrat...			
0cc2cf48-7cf4-4e35-9...	660719	Landing Page Submis...	Direct Traffic	No	No	1	0.00	1.0000	Unreachable	India	Media and Advertising			
3259f628-e534-4826-...	660681	Landing Page Submis...	Google	No	No	2	0.00	1.0000	Converted to Lead	India	Select Specialization			
2058ef08-2858-443e-...	660680	API	Olark Chat	No	No	0	0.00	0.0000	Olark Chat Conversati...	Other	Other			
9fae79f4-165d-489e-...	660673	Landing Page Submis...	Google	No	No	2	6.00	2.0000	Email Opened	India	Supply Chain Manage...			
204f72a2-f63b-45a0-...	660664	API	Olark Chat	No	No	0	0.00	0.0000	Olark Chat Conversati...	Other	Other			
cf40128c-a0da-4656-...	660624	Landing Page Submis...	Direct Traffic	No	No	2	3.00	2.0000	Email Opened	India	IT Projects Managem...			
a4665efc-7204-4130-...	660616	API	Google	No	No	4	274.50	4.0000	Email Opened	India	Finance Management			
2a369e35-ca95-4ca9-...	660608	Landing Page Submis...	Organic Search	No	No	8	193.86	8.0000	Email Opened	India	Travel and Tourism			
80c8ce93-6144-49a0-...	660570	Landing Page Submis...	Direct Traffic	No	No	8	26.80	2.6700	Page Visited on Webs...	India	Human Resource Man...			
8bf76a52-2478-476b-...	660562	API	Organic Search	No	No	11	130.00	11.0000	Email Opened	India	Marketing Managem...			
88867067-3750-4753...	660558	Landing Page Submis...	Organic Search	No	No	5	115.75	5.0000	Email Opened	India	Business Administrat...			

Importing data in Tableau

Name					virtual internship.csv	virtual internship.csv	virtual internship.csv	virtual internship.csv	virtual internship.csv
Fields					virtual internship.csv	virtual internship.csv	virtual internship.csv	virtual internship.csv	virtual internship.csv
Type					Field Name	Physic...	Rem...		
ABC					Prospect ID	virtual i...	Prosp...		
#					Lead Number	virtual i...	Lead ...		
ABC					Lead Origin	virtual i...	Lead ...		
ABC					Lead Source	virtual i...	Lead ...		
ABC					Do Not Email	virtual i...	Do No...		
ABC					Do Not Call	virtual i...	Do No...		
#					Converted	virtual i...	Conve...		
#					Total Visits	virtual i...	TotalV...		
#					Total Time Spent on Website	virtual i...	Total ...		

Rows and fields of data imported

View Data: virtual_internship.csv

virtual_internship.csv 9,240 rows 37 fields			
Tables	virtual_internship.csv	virtual_internship.csv	virtual_internship.csv
virtual_internship.csv	virtual_internship.csv A free copy of Masterin...	virtual_internship.csv Asymmetrique Activity I...	virtual_internship.csv Asymmetrique Profile In...
	No	O2.Medium	O2.Medium
	No	O2.Medium	O2.Medium
	Yes	O2.Medium	O1.High
	No	O2.Medium	O1.High
	No	O2.Medium	O1.High
	No	O1.High	O2.Medium
	No	O2.Medium	O1.High
	No	O2.Medium	O2.Medium
	Yes	O2.Medium	O2.Medium
10,000 → rows	No	O2.Medium	O2.Medium

Display the data of column 'Lead Source' by dragging it in row tab

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

← → ↶ ↷ ↸ ↹ ↺ ↻ ⌂

Standard

Show Me

Data Analytics Pages Columns Rows

virtual internship

Search

Filters

Sheet 2

Lead Source

Lead Source

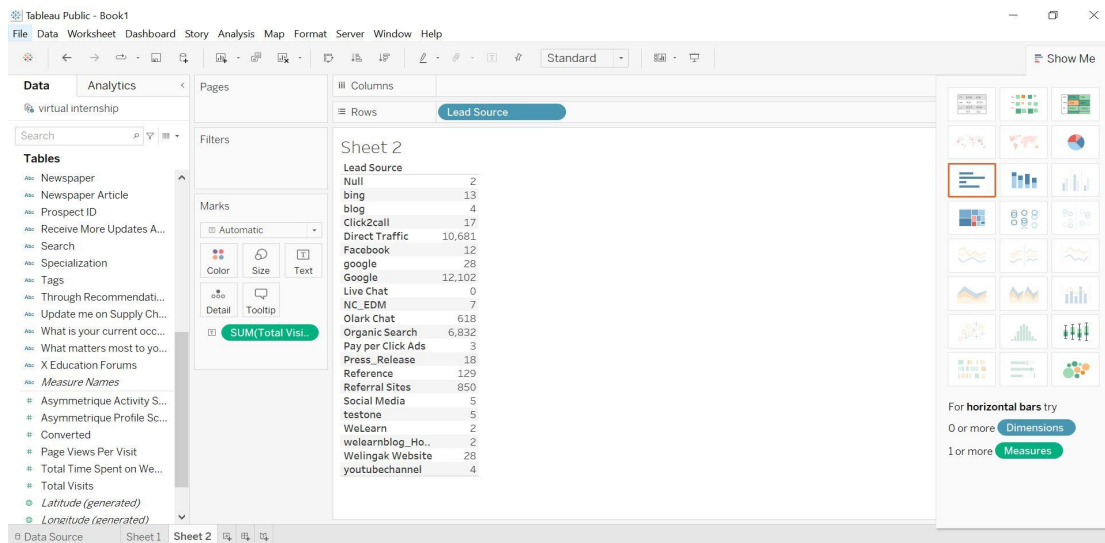
Null	Abc
bing	Abc
Referral Sites	Abc
Click2call	Abc
Direct Traffic	Abc
Facebook	Abc
google	Abc
Google	Abc
Live Chat	Abc
NC EDM	Abc
Clark Chat	Abc
Organic Search	Abc
Pay per Click Ads	Abc
Press Release	Abc
Reference	Abc
Referral Sites	Abc
Social Media	Abc
testone	Abc
WelLearn	Abc
wellearnblog_Ho...	Abc
Wellness Website	Abc
youtubechannel	Abc

For text tables try

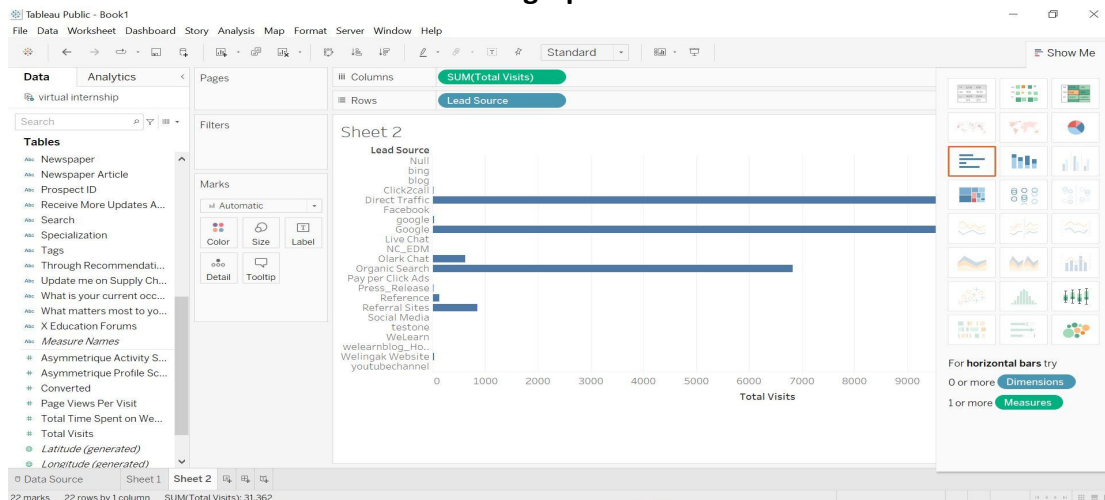
1 or more Dimensions

1 or more Measures

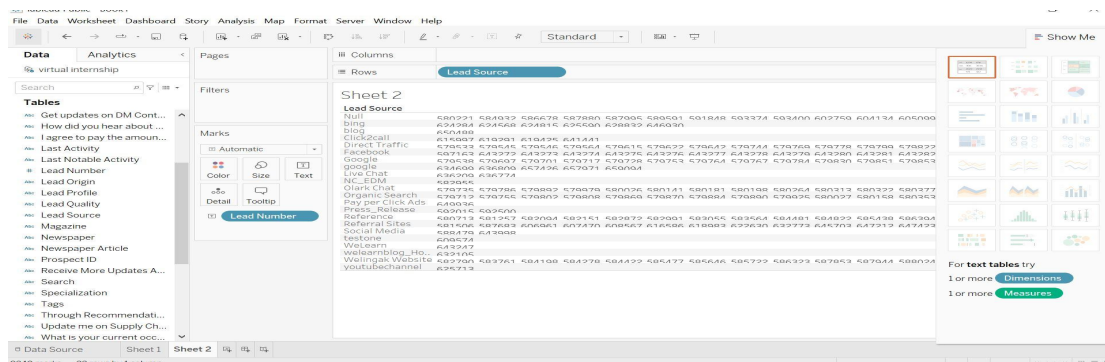
Here we drag 'Total Visits' column in the 'text' box and choose 'Sum' from 'measure' under the drop down list



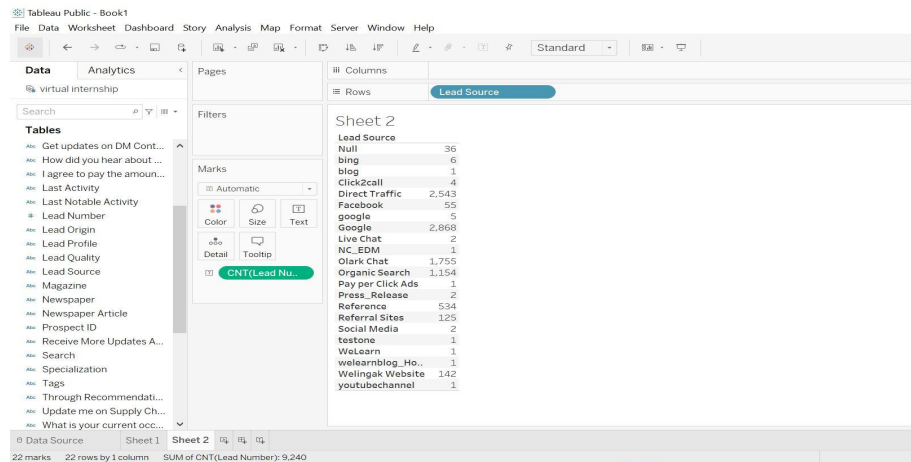
Here we drag the 'SUM(Total Visits)' to the column box and represents it as a graph



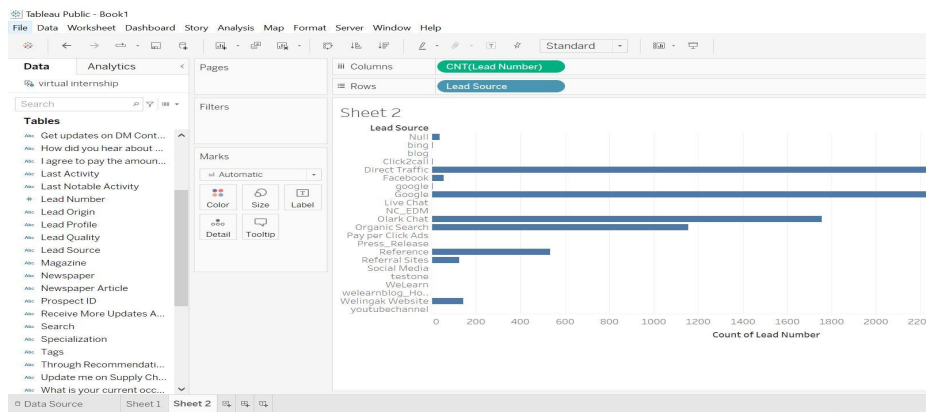
Here we take 'Lead number' as Text



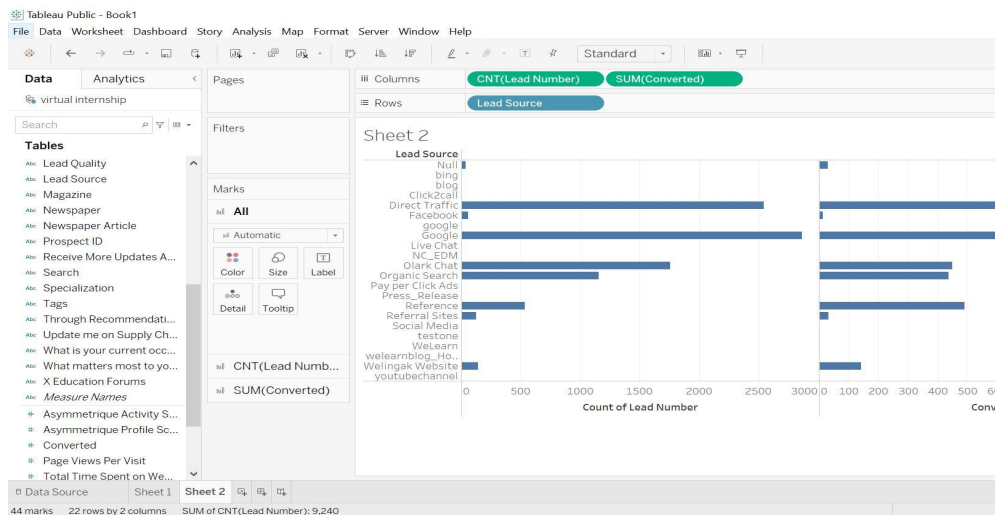
Here we select 'Count' from the 'measure' under the drop down list



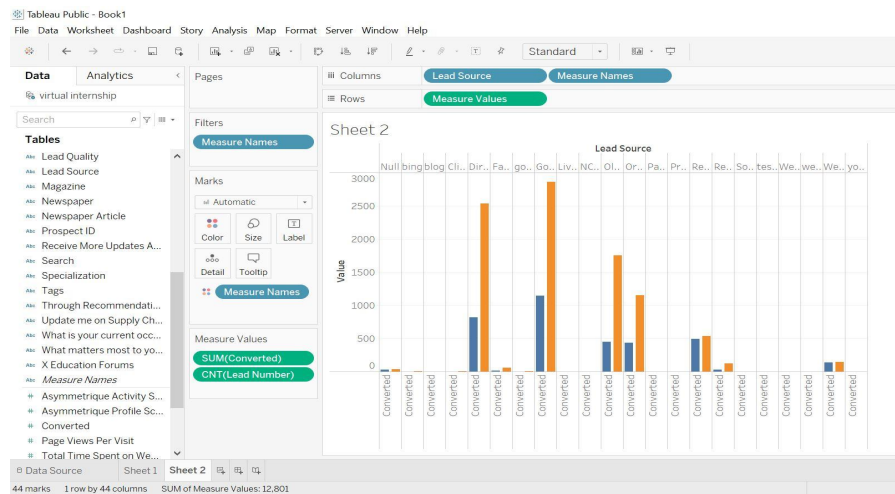
Here we drag 'CNT(Lead Number)' to the column box and we get this as Output



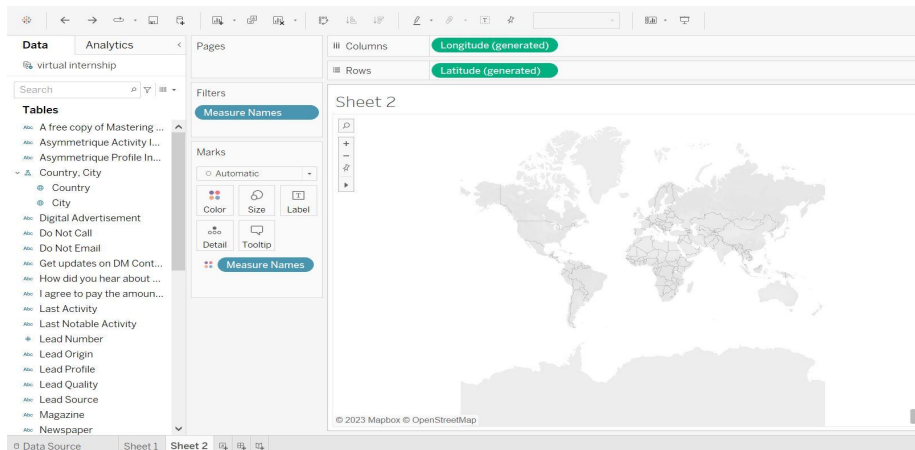
Here we take 'Converted' column as 'SUM' and then drag that to the column box with 'CNT(Lead Number)' and we get the output as given below



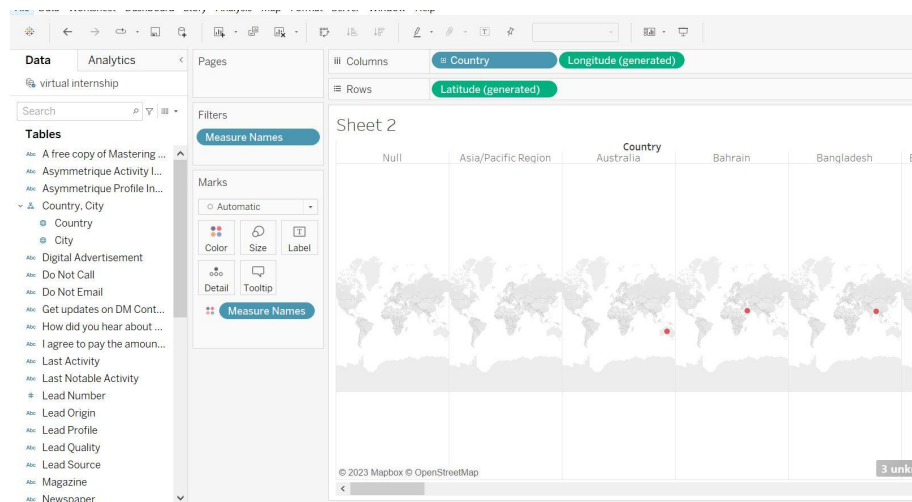
Here we take the data as Bar Graph



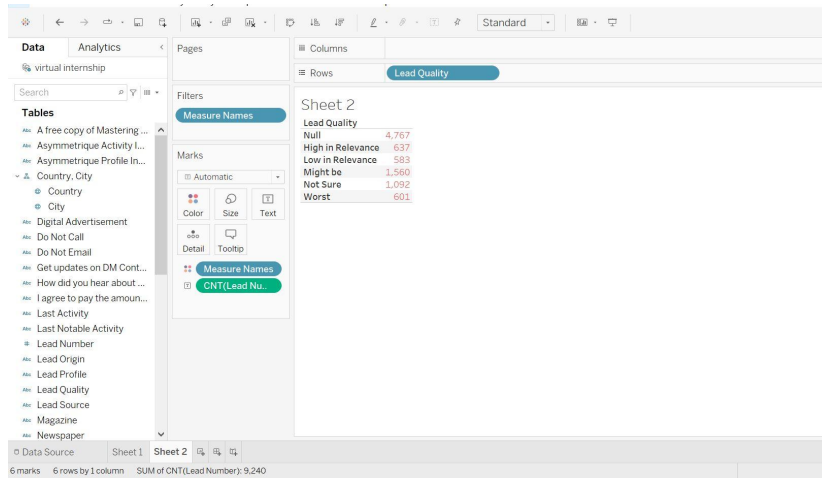
We can also display the data as a map



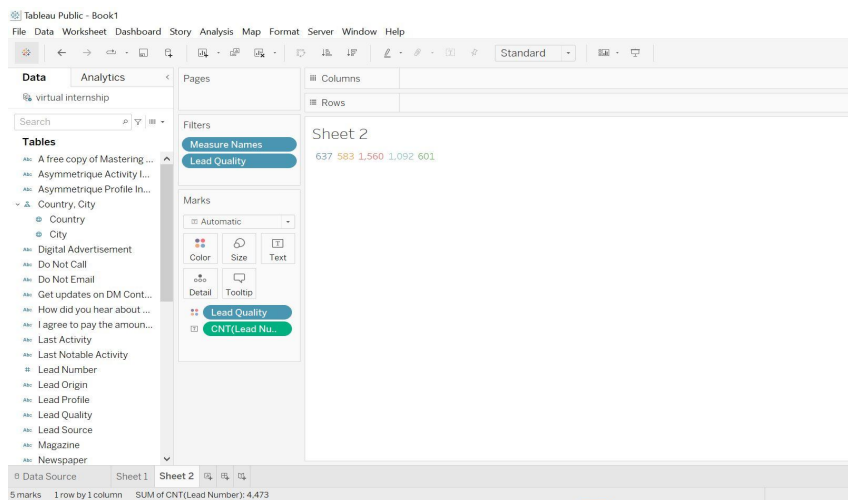
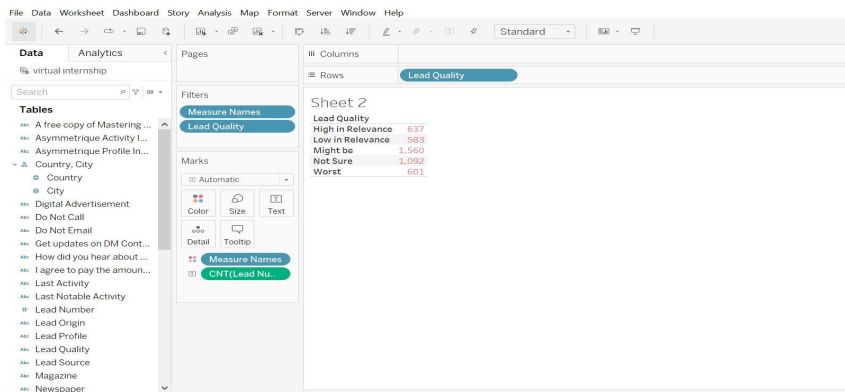
Various data columns in the map form



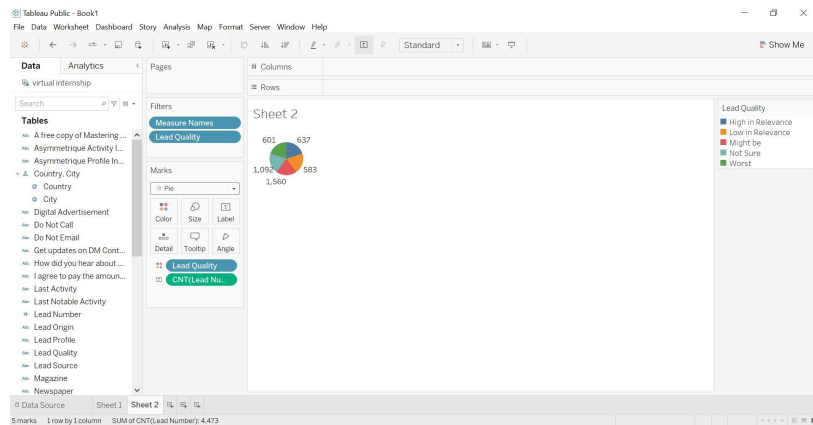
Here we drag the 'Measure Names' column to the 'color' box which gives the color to the text and can filter it



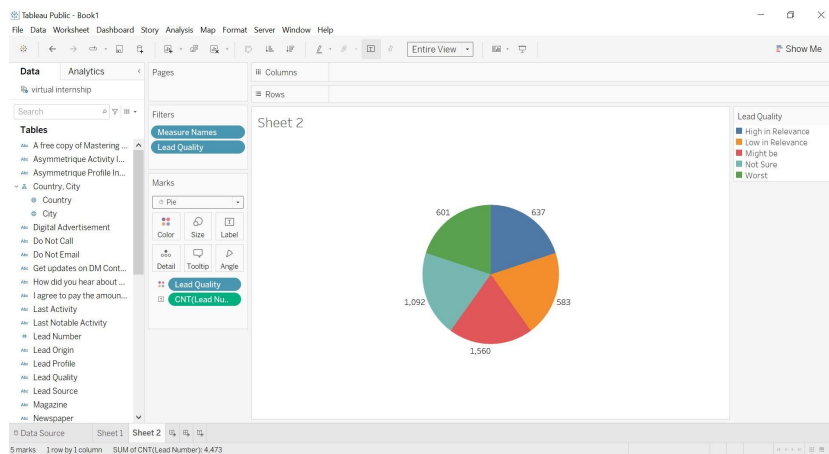
Color box function output



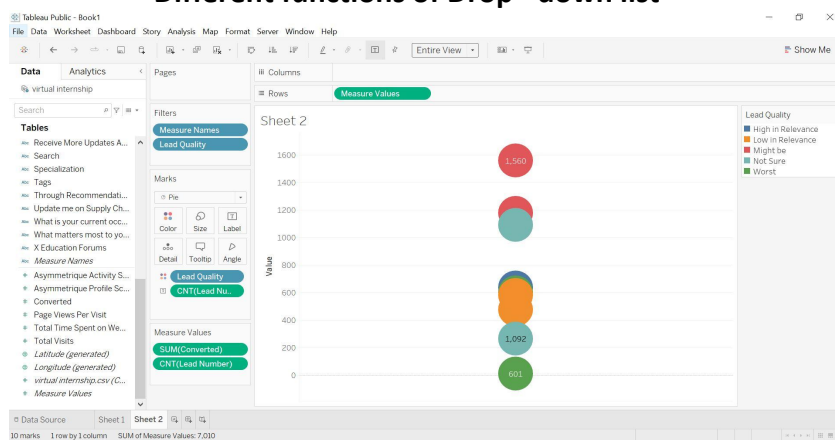
Display the data as a pie-chart by selecting 'Pie' under 'Marks'



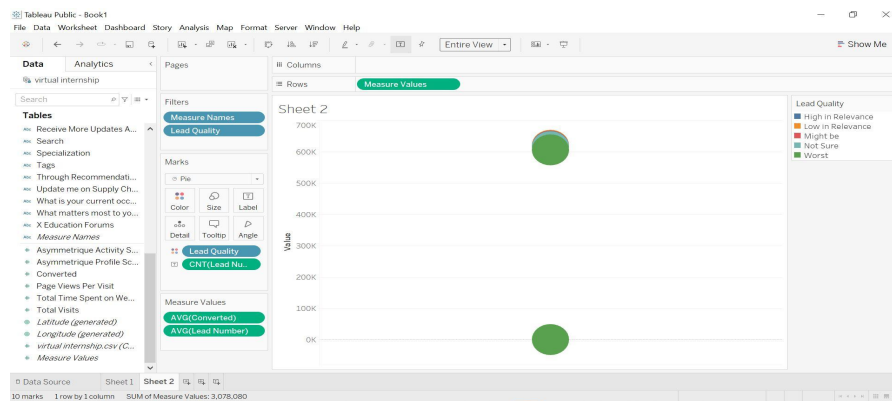
Select 'Entire View' option from the drop down list given on the top where previously 'Standard' was displaying



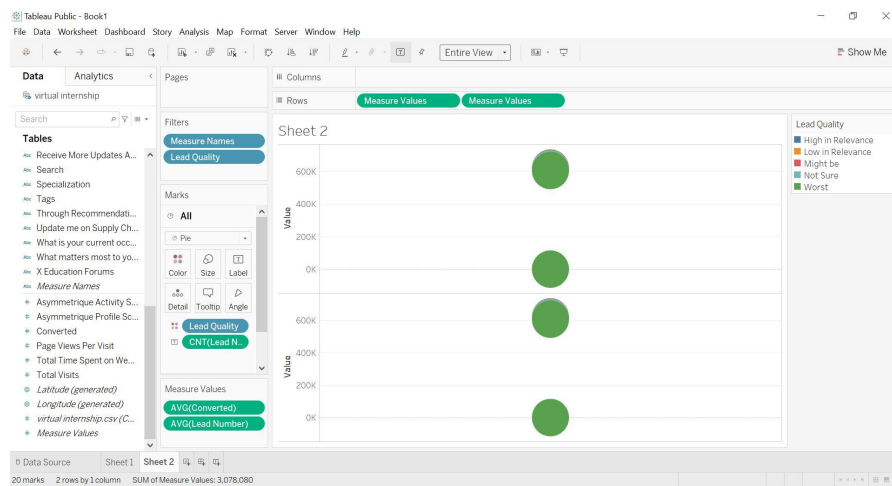
Different functions of Drop - down list



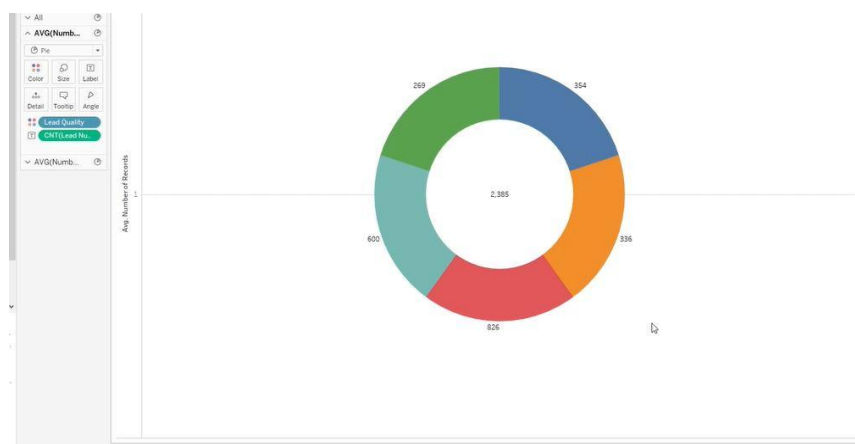
Different operations of Drop - down list



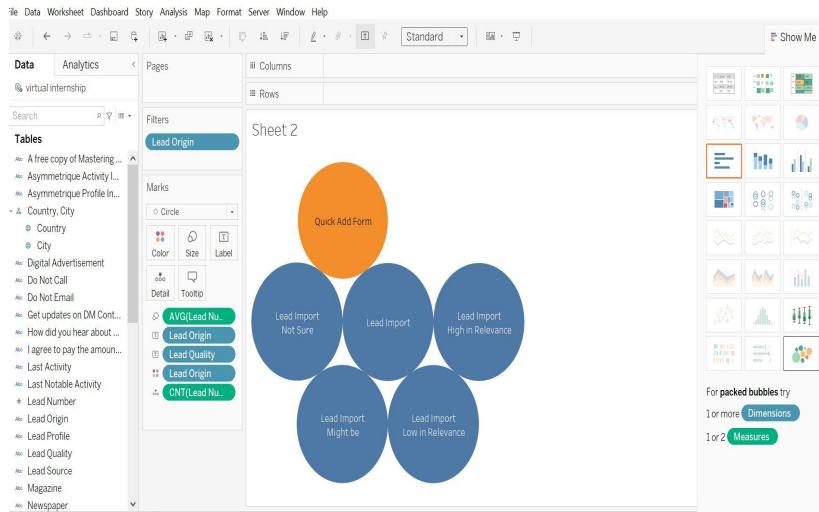
Editing the 'Axis' by right click and checking/unchecking the 'Include Zero' option



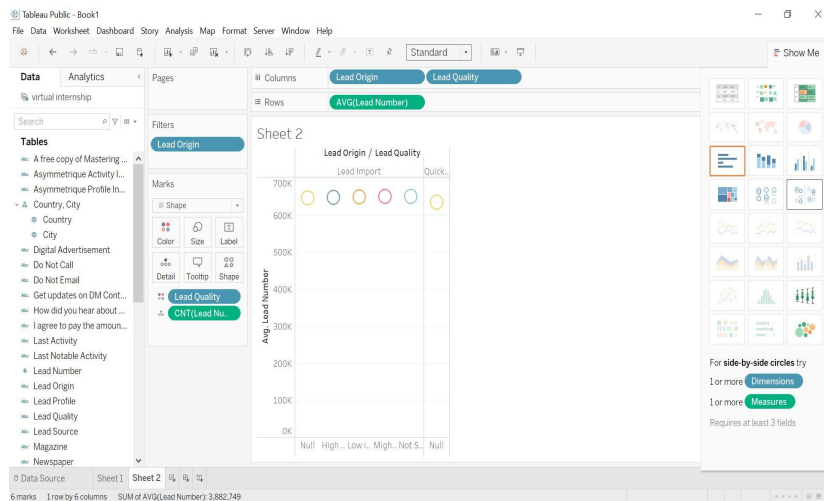
Use of 'Exclude' option getting by the right click on particular circle



Different styles for data displaying with the options given in the right side under 'Show Me'



Different styles of Data displaying by the options given under 'Show Me'



THANK YOU!!!