

Vention Data Analysis Report

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Chapter 1

Visualization

The data was received in a *.csv* file, and it contains the following columns:

- *accountid* - customer account id
- *amount* - amount of bought products
- *closedate* - date in which the deal was closed
- *opportunityid* - lead id
- *opportunity_creation_date__c* - date in which the first contact with the customer was made
- *ownerid* - seller id (the *owner* of the opportunity)
- *primary_application__c* - primary application of the product that is being sold
- *stagename* - in which stage the sale is categorized
- *sales_team__c* - to which sales team the opportunity, seller, and customer belongs

The description of the columns are based solely on the name of the columns itself. In an ideal environment I would get a more accurate definition of each one by asking the person that sent me the file a description of each column, and proceed with the analysis to avoid mistakes and misinterpretations.

Chapter 2

SQL query

Chapter 3

Technical details