

**ASSESSMENT TITLE : Data Analysis and
Insights for Page Optimization & Increasing
User Installation and Engagement**

Assessment given by : Promilo

Assessment done by : G RUDR DEEPAK

Event Report:

- 1) No duplicates found
- 2) Removing the (not set) row in the Event name column as it is not contributing to EDA.
- 3) Removing the total revenue column as it is not contributing to the EDA as well.

Demographics Report:

- 1) No duplicates found
- 2) Removing the total revenue column as it is not contributing to EDA.
- 3) Changing the (not set) row in the Event name column to others as it contributes to EDA.

Citiwise Report:

- 1) No duplicates found
- 2) Removing the total revenue column as it is not contributing to EDA.
- 3) Changing the (not set) row in the Event name column to others as it contributes to EDA.

Gender Report:

- 1) No duplicates found
- 2) Removing the total revenue column as it is not contributing to EDA.

User By Interest:

- 1) No duplicates found
- 2) Removing the total revenue column as it is not contributing to EDA.

User By Language:

- 1) No duplicates found
- 2) Removing the total revenue column as it is not contributing to EDA.

User By Age:

- 1) No duplicates found
- 2) Removing the total revenue column as it is not contributing to EDA.

- 3) Changing the Unknown row in the Event name column to others as it contributes to EDA.

Google Ads Report:

- 1) No duplicates found
- 2) Removing the total revenue and Return on Ad spend column as it is not contributing to EDA.