**Telemarketing Services-Database**

* **Abstract**
* **Creating database using python**
* **Financial benefits**

**ABSTRACT**

**The following document is going to experience you about the creating and maintaining database using Python language.This document includes an online telemarketing services.The data is collected from the banking link given by the company which is an open source.You are going to learn about the data science using python.The financial benefits of the company using this database has also included in this file.**

**Creating database using Python language:**

**import sqlite3  
conn = sqlite3.connect('client.db')  
c = conn.cursor()  
#Creating a data sheet:  
def create\_table():  
 c.execute("CREATE TABLE IF NOT EXISTS clientdata(age,job,marital,education,default,housing,loan,contact,date,day of week,duration,campaign,pdays,previous,poutcome,emp.var.rate,cons.price.idx,cons.conf.idx,euribor3m,nr.employed,response")**

**#Response Column is added to the datasheet ;**

**Whether the client was subscribed the term-deposit or not**

**#Sample data entering into data sheet:  
def data\_entry():  
 c.execute("INSERT INTO clientdata VALUES(57;"services";"married";"high.school";"unknown";"no";"no";1-05-2016"telephone";"may";"mon";149;1;999;0;"nonexistent";1.1;93.994;-36.4;4.857;5191;"no";"no")")  
 conn.commit()  
 c.close()  
 conn.close()  
   
create\_table()  
data\_entry()**

**import time  
import datetime  
import random  
#This is the dynamic way of entering data:  
def dynamic\_data\_entry():  
 unix = int(time.time())  
 datestr(datetime.datetime.fromtimestamp(unix).strftime('%Y-%m-%d %H:%M:%S'))  
 value = random.randrange(0,10)  
 c.execute("INSERT INTO clientdata (unix, datestamp, value) VALUES (?, ?,?)",  
 (unix, date, value))  
 conn.commit()  
   
for i in range(10):  
 dynamic\_data\_entry()  
 time.sleep(1)#This is used just for time lapse of 1 seconds  
c.close**

**conn.close()**

**#This is the way of fetching data from the database**

**def read\_from\_db():  
 c.execute('SELECT \* FROM client data')  
 data = c.fetchall()  
 print(data)  
 for row in data:  
 print(row)**

**To view the database you need to download SQLite in your system.**

**If you need to update or delete anything in the database you can use the following program:**

**def del\_and\_update():  
 c.execute('SELECT \* FROM clientdata')  
 data = c.fetchall()  
 [print(row) for row in data]**

**#This is used to update and delete :**

**c.execute('UPDATE clientdata SET value = “may” WHERE value = “june”)  
 conn.commit()  
 c.execute('SELECT \* FROM clientdata')  
 data = c.fetchall()  
 [print(row) for row in data]**

**#This is used to delete a value from your data**

**c.execute('DELETE FROM clientdata WHERE value = june')  
 conn.commit()  
 c.execute('SELECT \* FROM clientdata')  
 data = c.fetchall()  
 [print(row) for row in data]**

**Financial Benefits:**

* **The dataset used here is precise and ease of access**
* **It is easy to manipulate data using this dataset**
* **A clear cut database has been given by the above program**
* **We can easily fetch data wherever we want.**