**Capstone 1 :- Facebook Data Case Study- Data Analysis.**

**"How can I drive increased sales revenue at the company by 10% for Facebook through either increased marketing expenditure or targeted recommendations over the next 6 months?" ​**

1. **Increased Market Expenditure​:-**

**(i).** We need to analyze the usage by customers.​

**(ii).** We need to analyze the networks of our customers​.

**(iii)** We need to analyze the group of customers.​

1. **Targeted Recommendations :-**

**(i).** Analyze the age of our customers.​

**(ii).** Analyze the popularity of our users. ​

**(iii).** Analyze the gender of our users.

1. **Product Divestment**

**(i)**. Identify insights and/or recommendations to the Stakeholders.

**(ii).** If the company were to divest in a particular area, where should they focus their resources.