

food chart analysis

By: Roqia Mohamed
Dr/ Soha Nagy



Overview

- ▶ Introduction 3
- ▶ Exploring data 4
- ▶ cleaning data 5
- ▶ problems 6





Introduction

what i understand from this data?

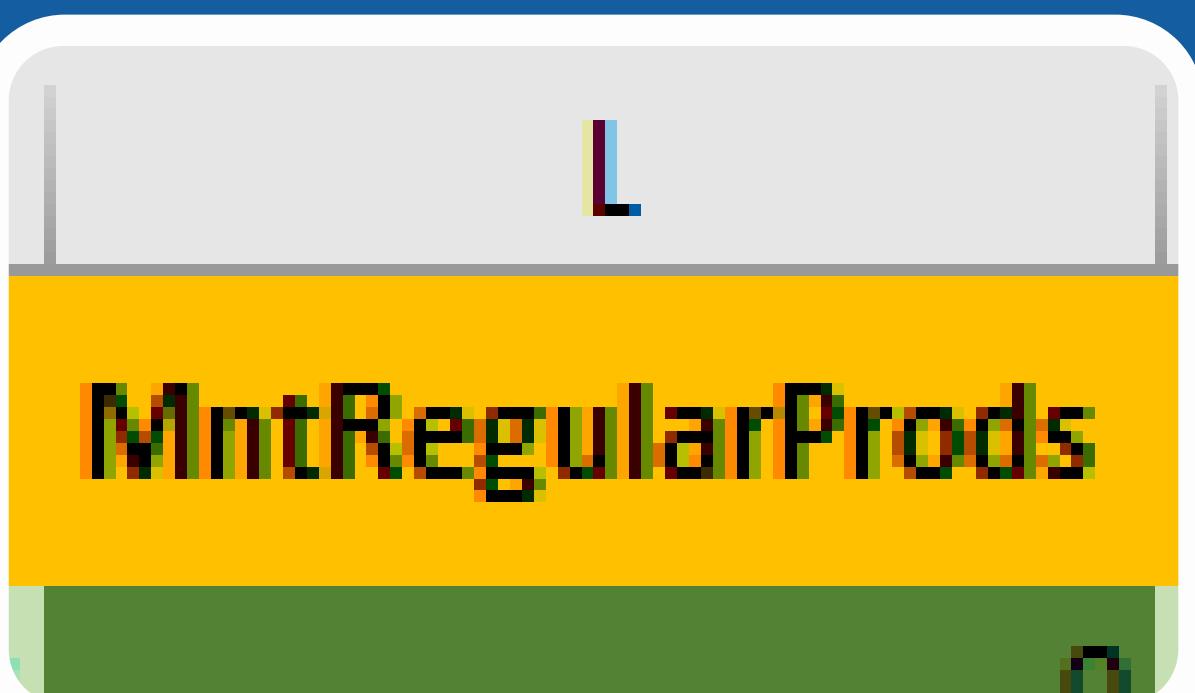
step1: data exploring :

Feature	Description
AcceptedCmp1	1 if costumer accepted the offer in the 1 st campaign, 0 otherwise
AcceptedCmp2	1 if costumer accepted the offer in the 2 nd campaign, 0 otherwise
AcceptedCmp3	1 if costumer accepted the offer in the 3 rd campaign, 0 otherwise
AcceptedCmp4	1 if costumer accepted the offer in the 4 th campaign, 0 otherwise
AcceptedCmp5	1 if costumer accepted the offer in the 5 th campaign, 0 otherwise
Response (target)	1 if costumer accepted the offer in the last campaign, 0 otherwise
Complain	1 if costumer complained in the last 2 years
DtCustomer	date of customer's enrollment with the company
Education	customer's level of education
Marital	customer's marital status
Kidhome	number of small children in customer's household
Teenhome	number of teenagers in customer's household
Income	customer's yearly household income
MntFishProducts	amount spent on fish products in the last 2 years
MntMeatProducts	amount spent on meat products in the last 2 years
MntFruits	amount spent on fruits in the last 2 years
MntSweetProducts	amount spent on sweet products in the last 2 years
MntWines	amount spent on wines in the last 2 years
MntGoldProds	amount spent on <i>gold</i> products in the last 2 years
NumDealsPurchases	number of purchases made with discount
NumCatalogPurchases	number of purchases made using catalogue
NumStorePurchases	number of purchases made directly in stores
NumWebPurchases	number of purchases made through company's web site
NumWebVisitsMonth	number of visits to company's web site in the last month
Recency	number of days since the last purchase



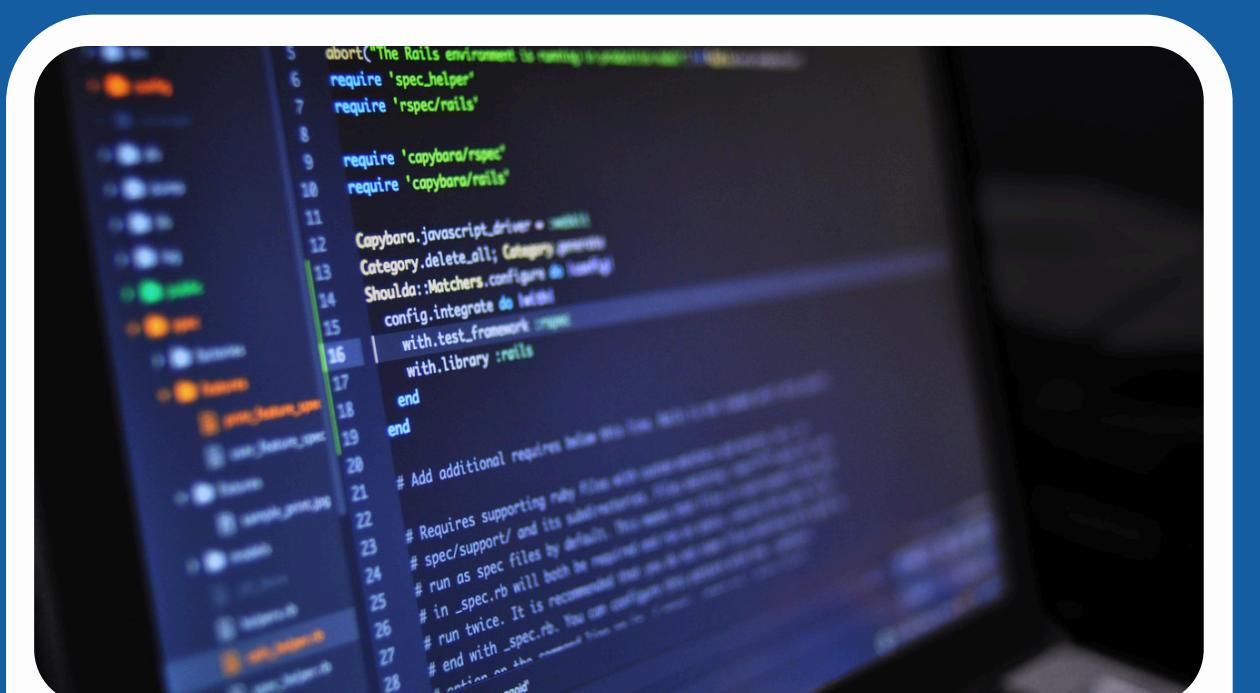
Table 1: Meta-data table

what i cleaned?



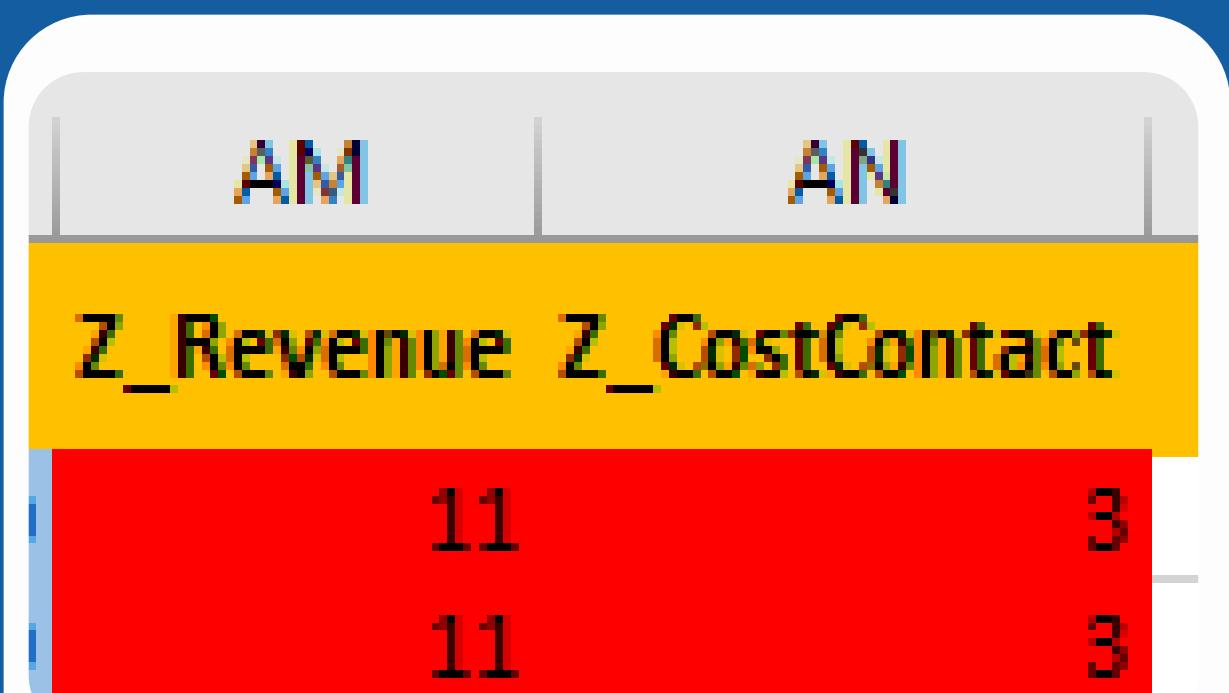
MntRegularProds

It has some negative values , which has no sense ,
thus it's sum of products the person buy it .



duplicates

over 1000 row was a duplicates



AM	AN
Z_Revenue	Z_CostContact
11	3
11	3

Revenue , Costcontact

Both was constnts

Problems:

Problem 01

most successful
marketing campain

Problem 02

which place people
prefare to buy the
products from?

Problem 03

Most sale product
in the store?

Problem 04

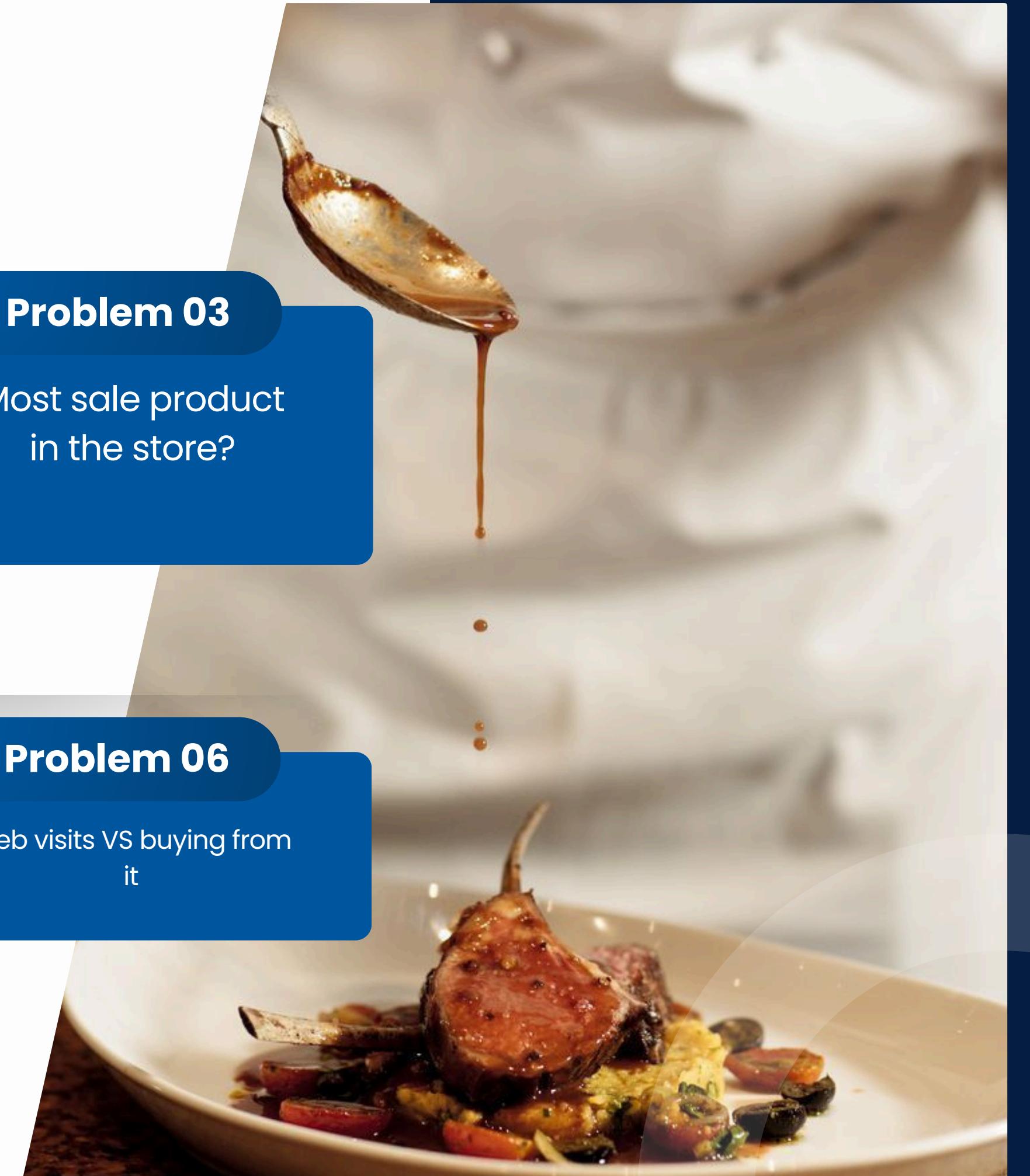
What is the most
purchases next to ages?

Problem 05

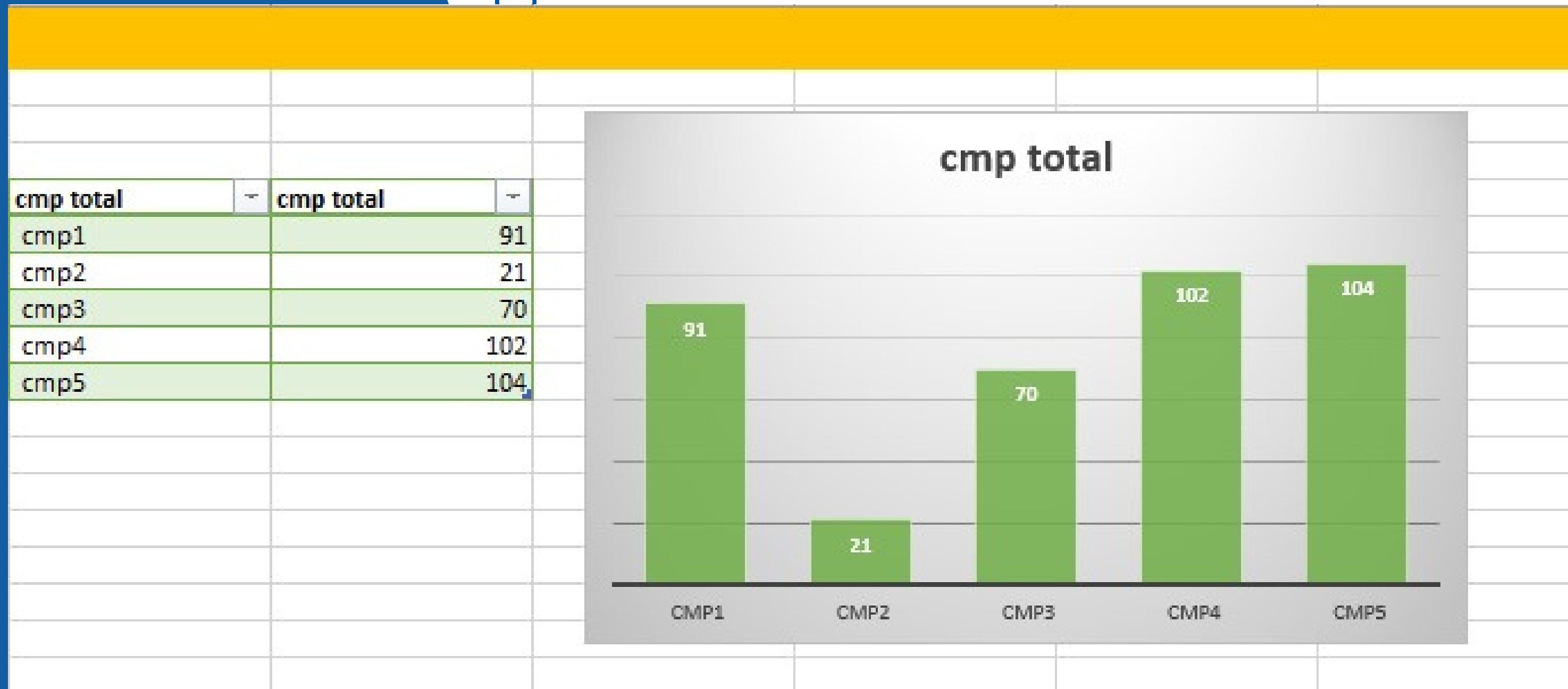
Income VS place

Problem 06

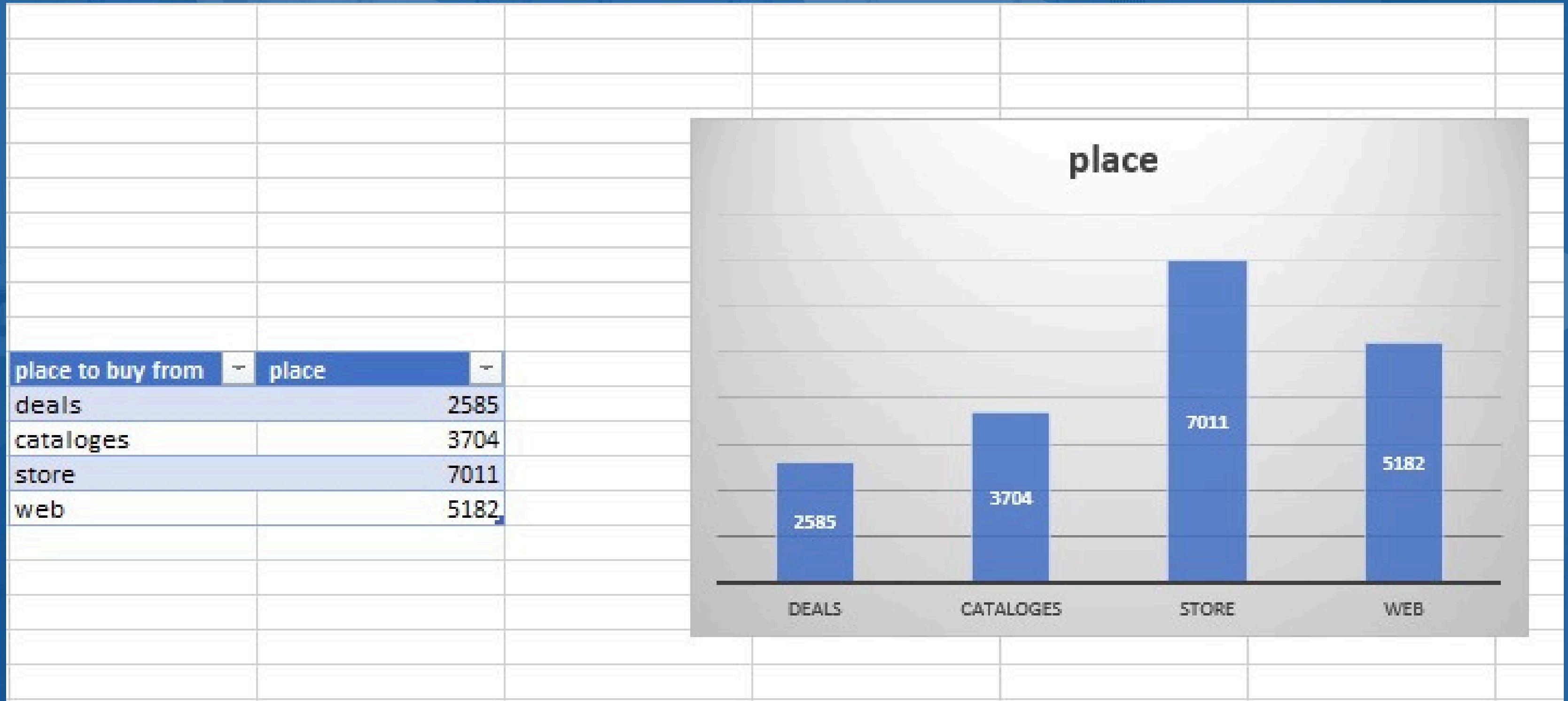
Web visits VS buying from
it



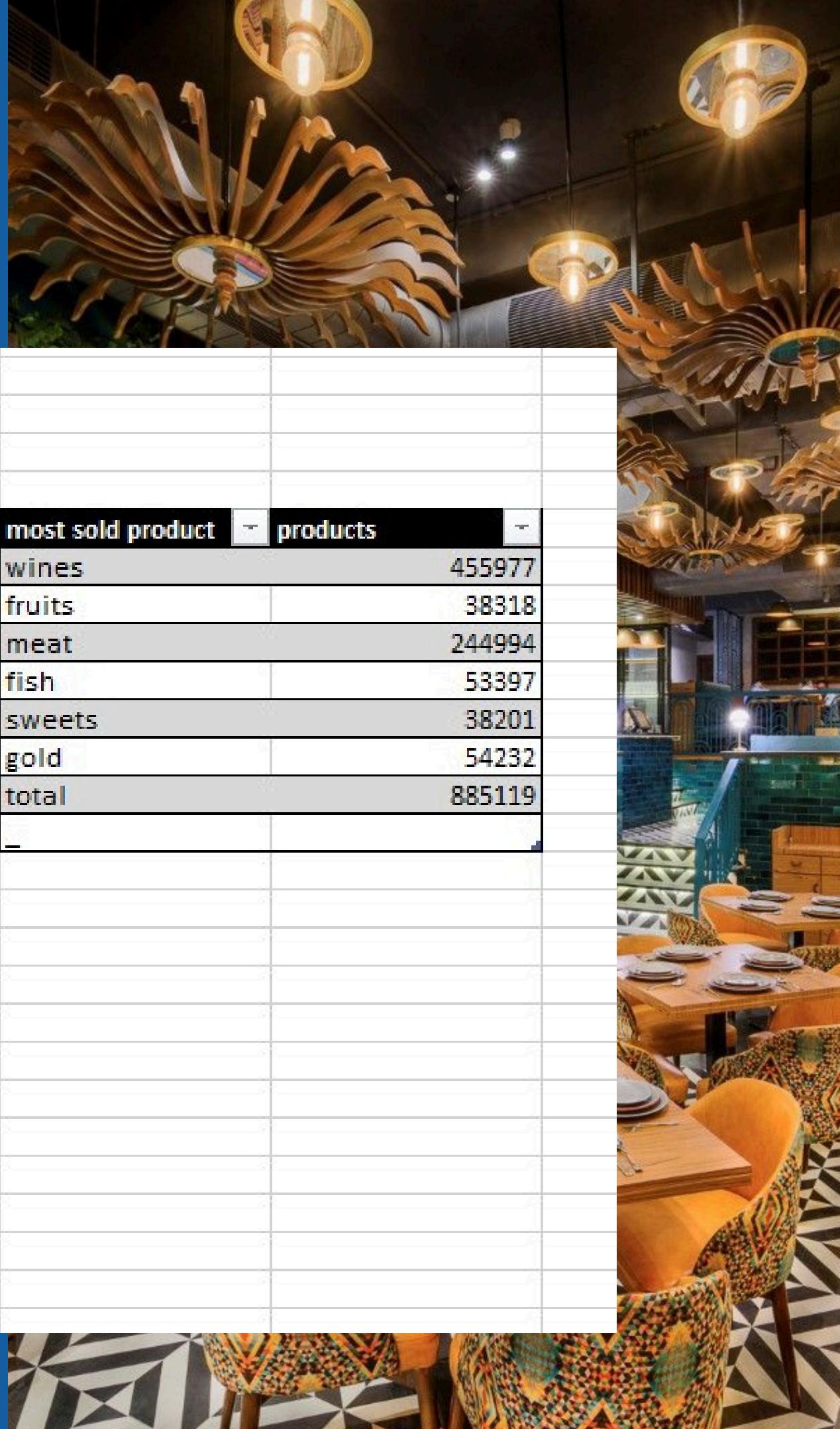
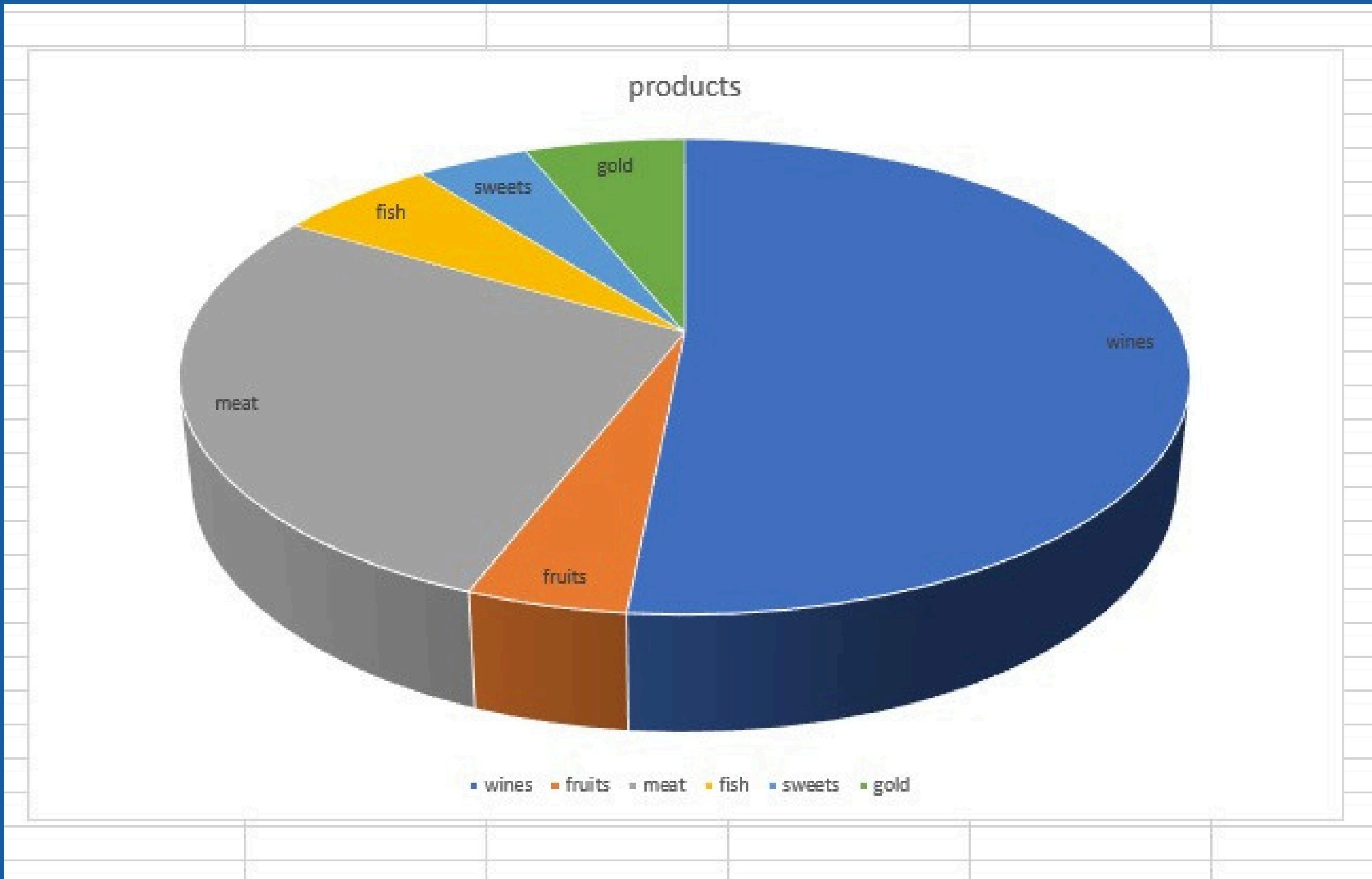
1-Most success compain:



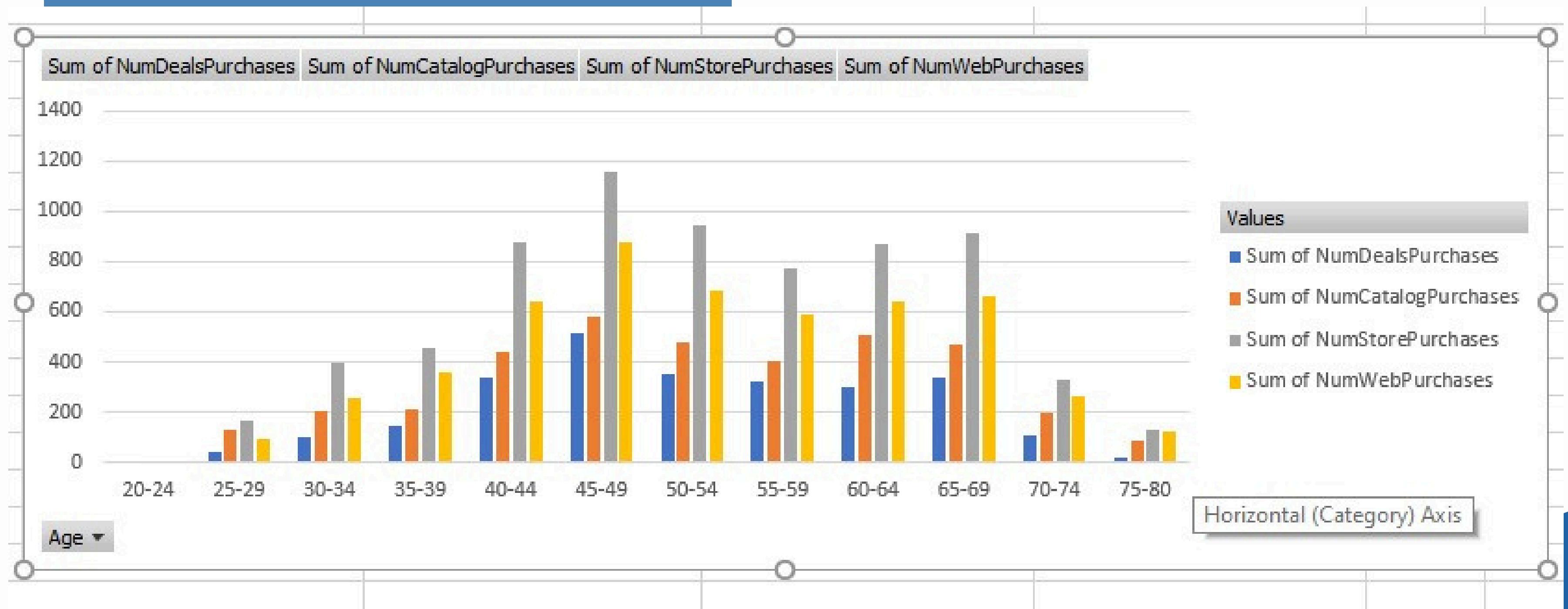
2-MOST PLACE PEOPLE BUY FROM:



3-Most sale product:

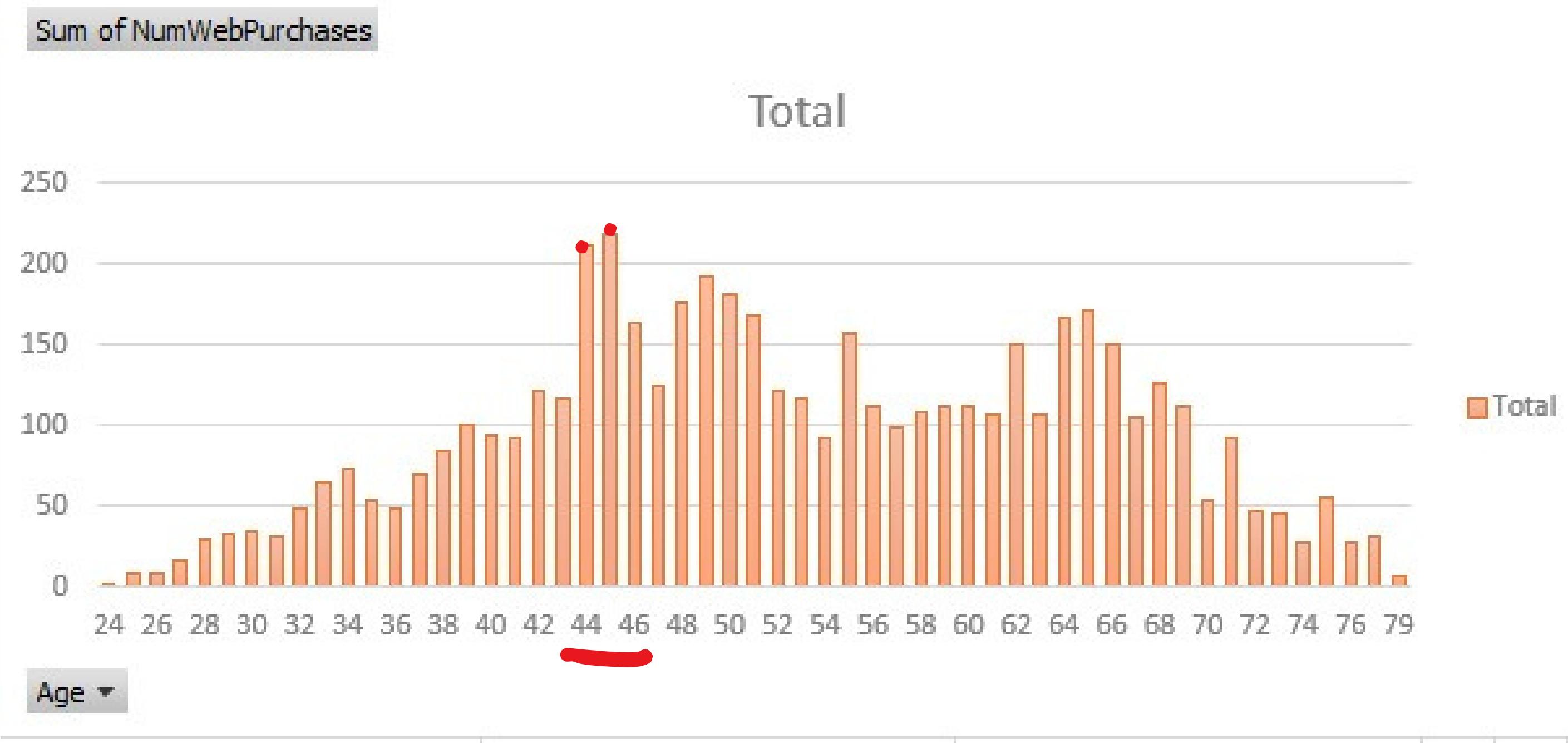


4-Most purchases used in each age stage:

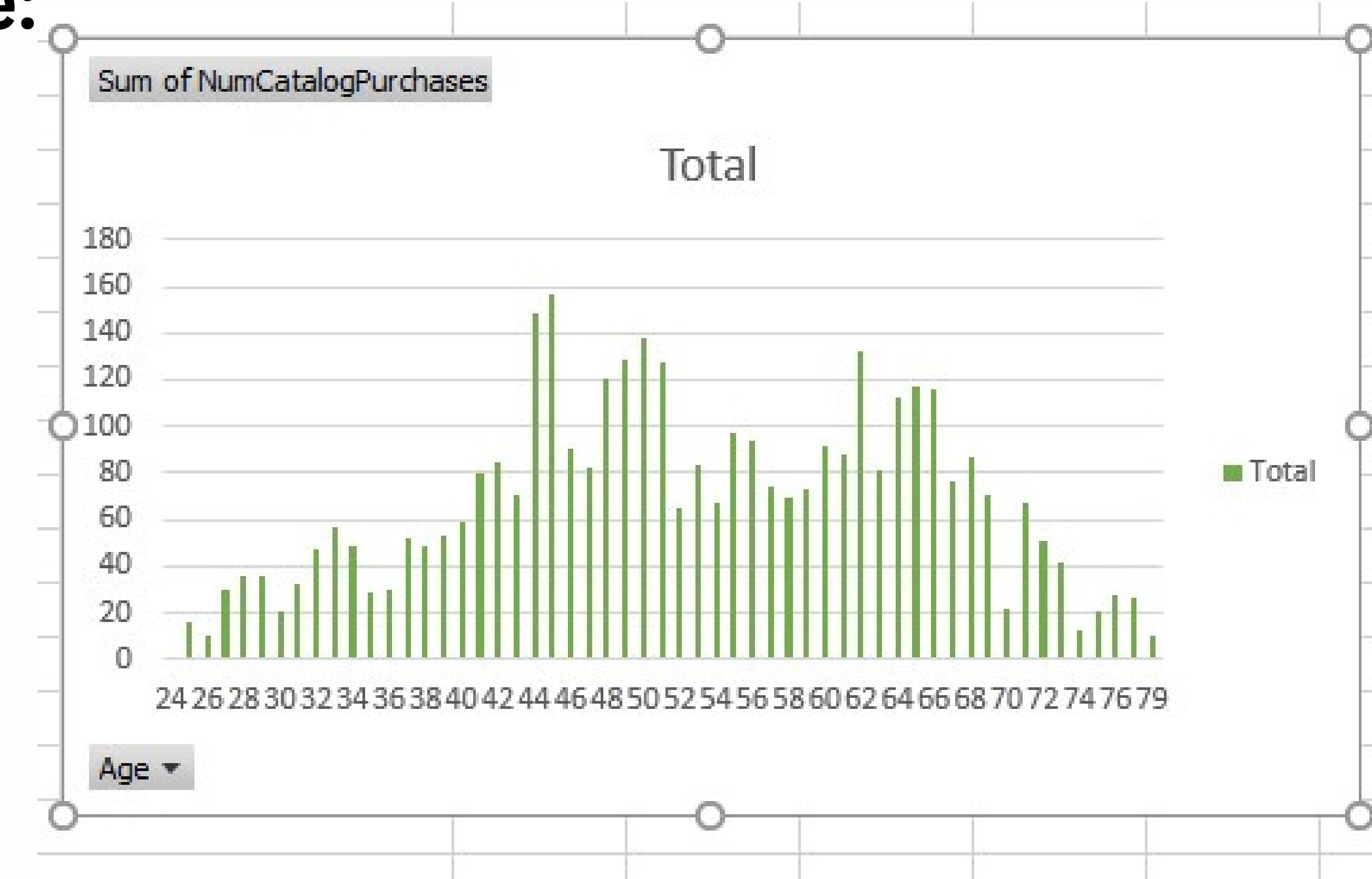


In more details:

Web:



catalog:



Store:

Sum of NumStorePurchases

Total

Total

350

300

250

200

150

100

50

0

24262830323436384042444648505254565860626466687072747679

Age ▾

2

4

6

8

10

12

14

16

18

20

22

24

26

28

30

32

34

36

38

40

42

44

46

48

50

52

54

56

58

60

62

64

66

68

70

72

74

76

78

80

82

84

86

88

90

92

94

96

98

100

102

104

106

108

110

112

114

116

118

120

122

124

126

128

130

132

134

136

138

140

142

144

146

148

150

152

154

156

158

160

162

164

166

168

170

172

174

176

178

180

182

184

186

188

190

192

194

196

198

200

202

204

206

208

210

212

214

216

218

220

222

224

226

228

230

232

234

236

238

240

242

244

246

248

250

252

254

256

258

260

262

264

266

268

270

272

274

276

278

280

282

284

286

288

290

292

294

296

298

300

302

304

306

308

310

312

314

316

318

320

322

324

326

328

330

332

334

336

338

340

342

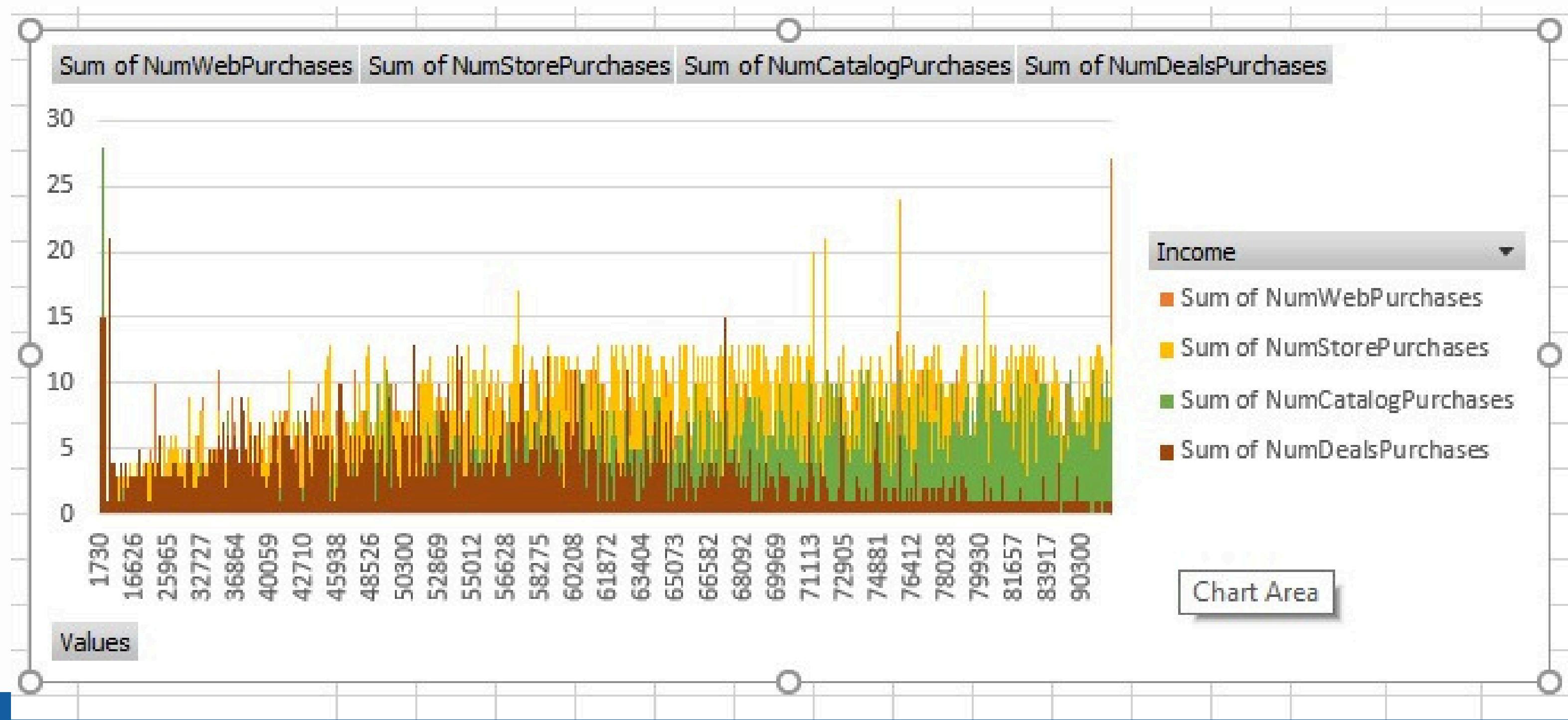
344

346

348

350

5-Income VS place:



6-Web visits VS buying from it:



THANK YOU!

Roqia Mohamed
Data analyst

