**USER DOCUMENTATION:**

Purpose of the project: Perform Data analysis on database snapshot shared by the client and produce insights to help them focus efforts on improving delegate engagement and sponsorships for their organized events.

The coursework achieves the above goal by performing data analysis on the database and generating graphs for explaining

The shared project work includes Python code for manipulating the database and generating graphs to present to the client.

The python code is included in a Jupyter notebook, which is a standalone component and can be run by itself. You will need the relevant software installed on your machine to run the notebook, which is included in the technical documentation

The code generates a graph for answering each aspect of area of analysis. For generating the graph, we go through the following steps:

1. Make a connection to the database – This is done only once for the whole file at beginning
2. Import the required libraries, for creating graphs and performing analysis - This is done only once for the whole file at beginning
3. Then we select the code from the database using the above connections and SQL queries
4. Selected data is then manipulated using python to get it in structure that can easily plotted to graphs using the libraries matplotlib and seaborn.
5. The Jupyter also finally displays the created graph.

The Project also includes a pdf version of a notebook with generated outputs and graphs for easy viewing.