What Each Document Contains:

Chief Media Day 3 Document is a document containing calculations of change in visit counts and a histogram of the change of visit counts. It also contains DMA (Designated Market Area) percent changes calculations. It contains a bar chart of top 10 percentage changes in search volume by DMA, largest changes in search volume, and a bar chart and line graph to represent that information. Then separated the data by region of new England, southwest, southeast and Midwest, and created more visuals and representation of that data.

Sun setter Analysis Document: This is a continuation of the data previously discussed, focused on the northeast and southwest. I created multiple visuals to look and compare the difference between the two regions. I also composed hypotheses testing to see if there was a difference in search volume in each region.

Gentrifying Station Mix Optimization Testing: For this we combined SQL and R language to run the code for this. I created multiple plots to look at the differences. I then got in to Heatmaps to show the significance and the p values. I went on to separate by Age, Income and Population and look at those directly. Creating heatmaps to compare the cities.

Age Heat Map Photo: represents absolute difference of Age in comparing cities

Income Heat Map Photo: represents absolute difference of income in comparing cities

Population Heat map Photo: represents absolute difference of population in comparing cities

NACM.AGEM heatmap photo: Is a heatmap representing the p value and its significance for that campaign

NACM.SBPR heatmap Photo: is a heatmap representing the pvalue and its significance for that campaign

WATR.WATR heatmap Photo: is a heatmap representing the pvalue and its significance for that campaign