

Trends of Email Marketing in India (Analytics with Power BI)

page 1

Objective 1: How many people have signed up.

objective 2: People signed up by martial status.

objective 3: Total no. of active users.

objective 4: status of signed up people.

page 2

Objective 1: Users signed up by state.

Objective 2: Users signed up by city.

Objective 3: Top 5 state where people have signed up.

Objective 4: Top 5 city where people have signed up.

page 3

Objective 1: people signed up by year.

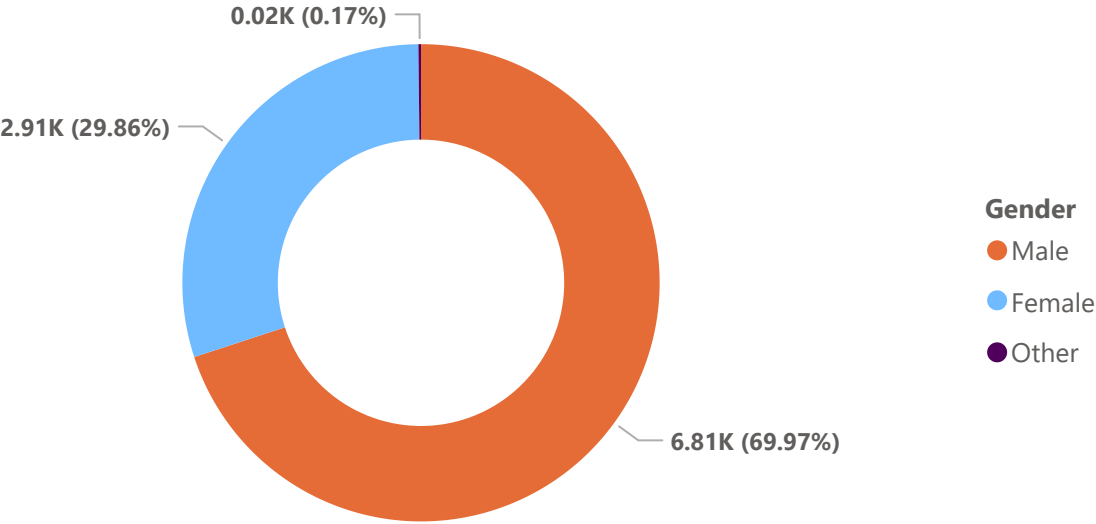
Objective 2: people signed up by time.

Objective 3: i) Active users.

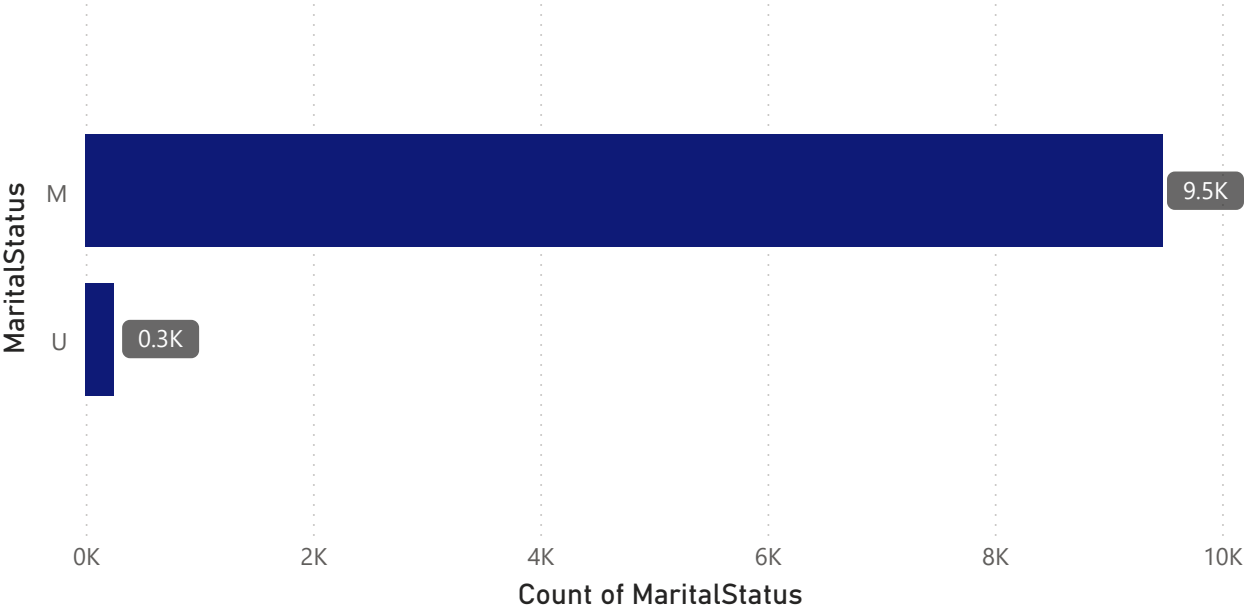
ii) Highest users from a state.

iii) Male users, Female users, and Other users

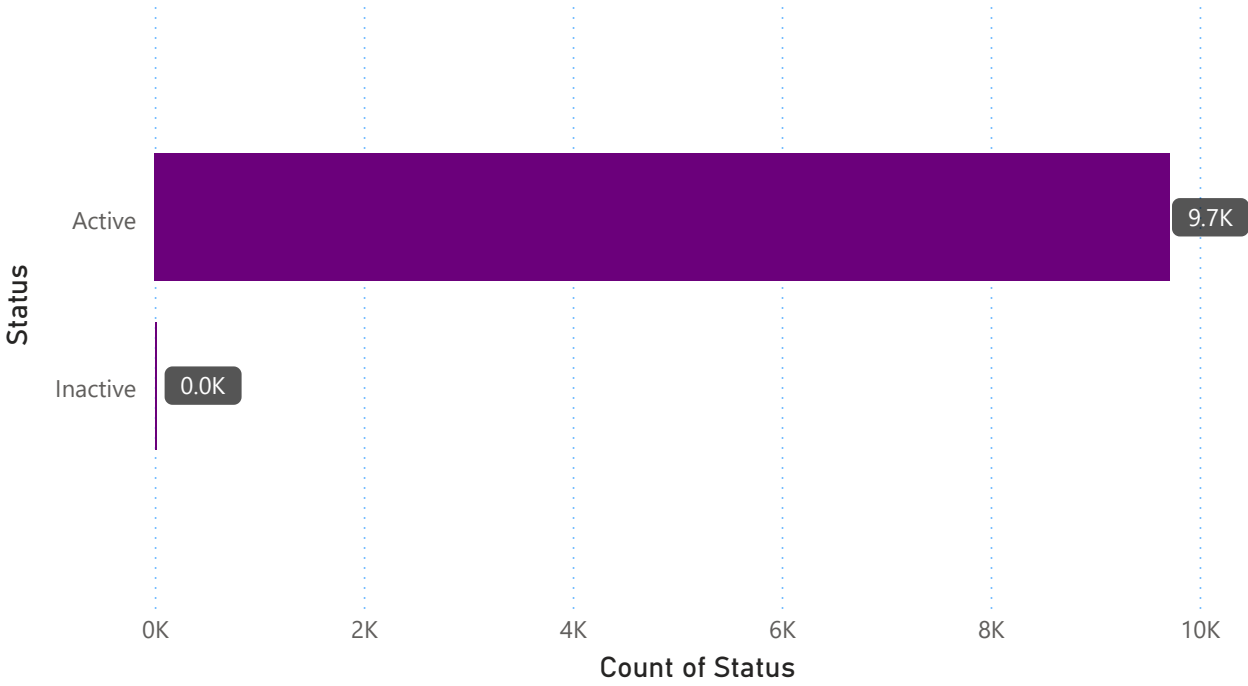
signed up people



signed up people by martial status

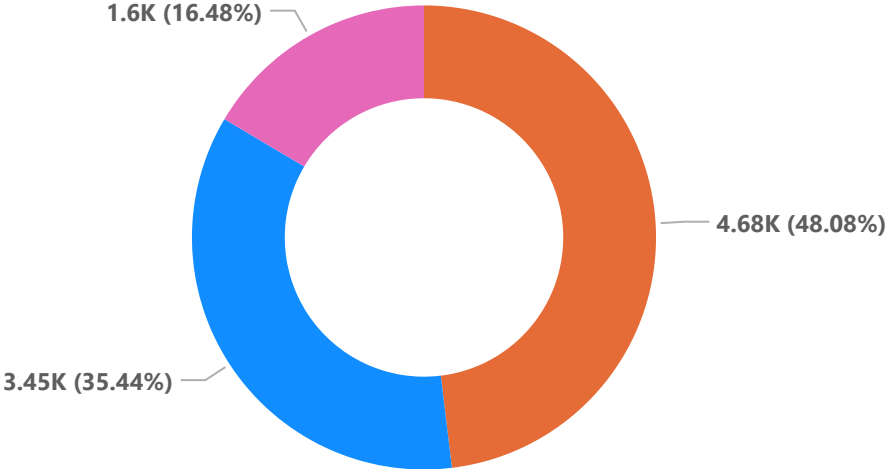


no of active users status

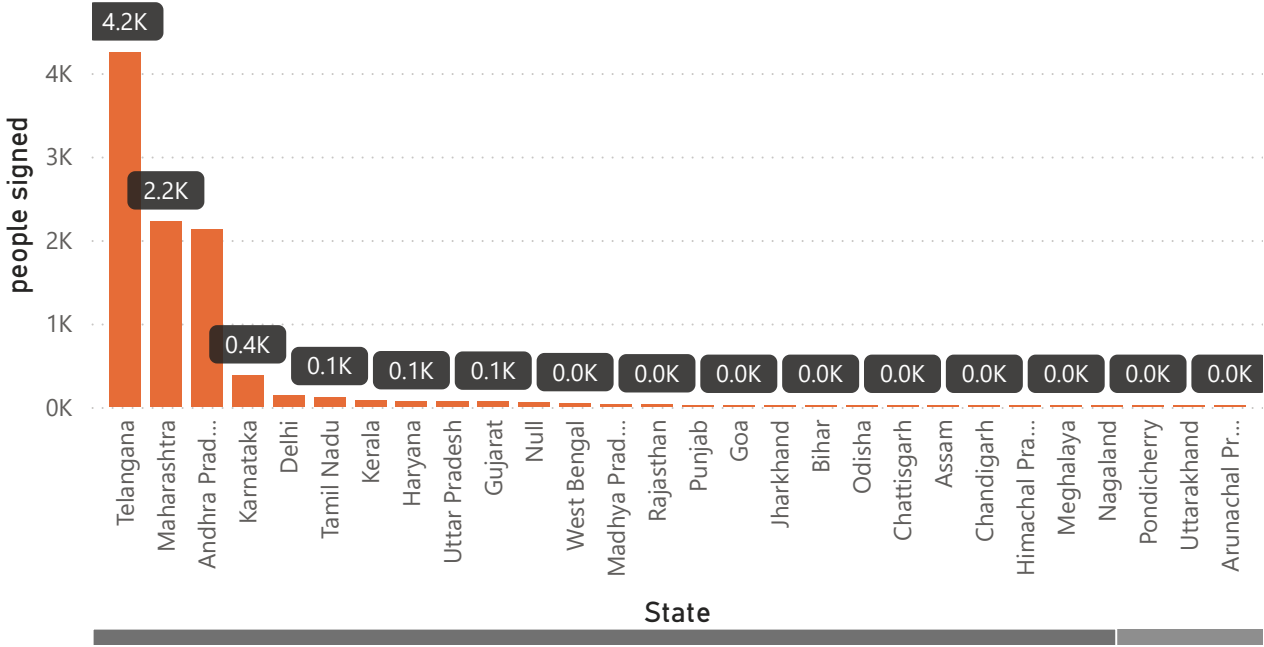


signed up people by Living status

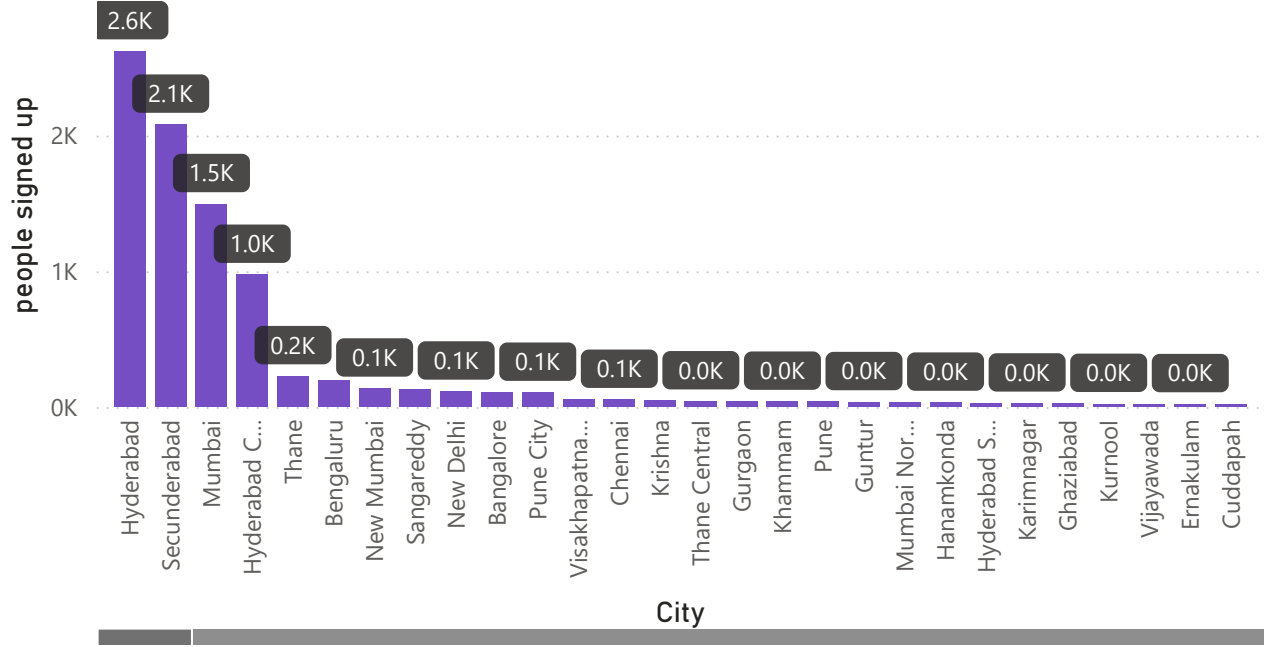
Living status ● Couple With Children ● Couple Without Children ● Single/Living Alone



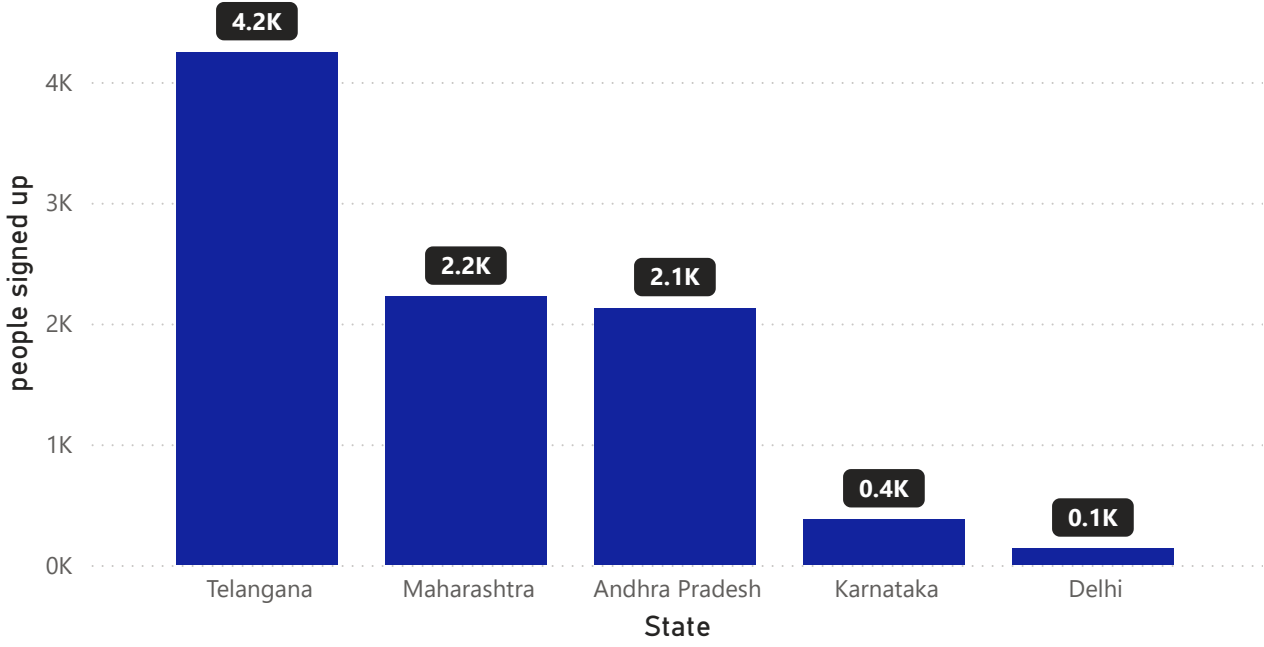
people signed by State



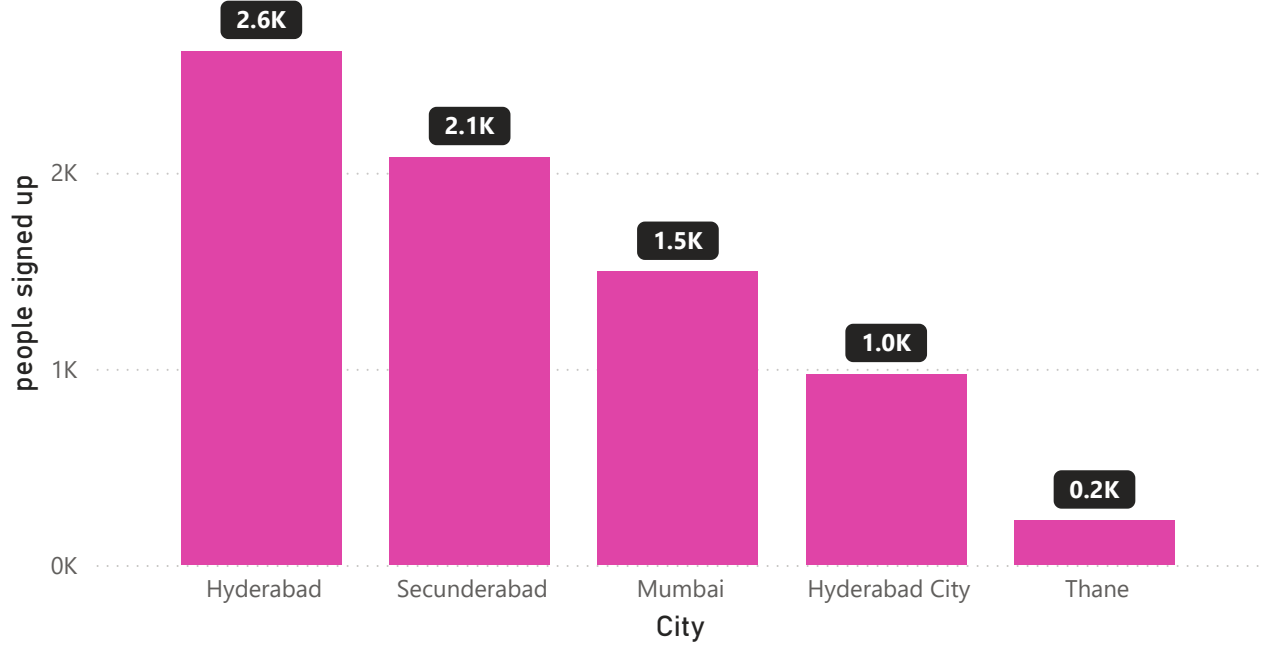
people signed up by City



people signed up in top 5 state

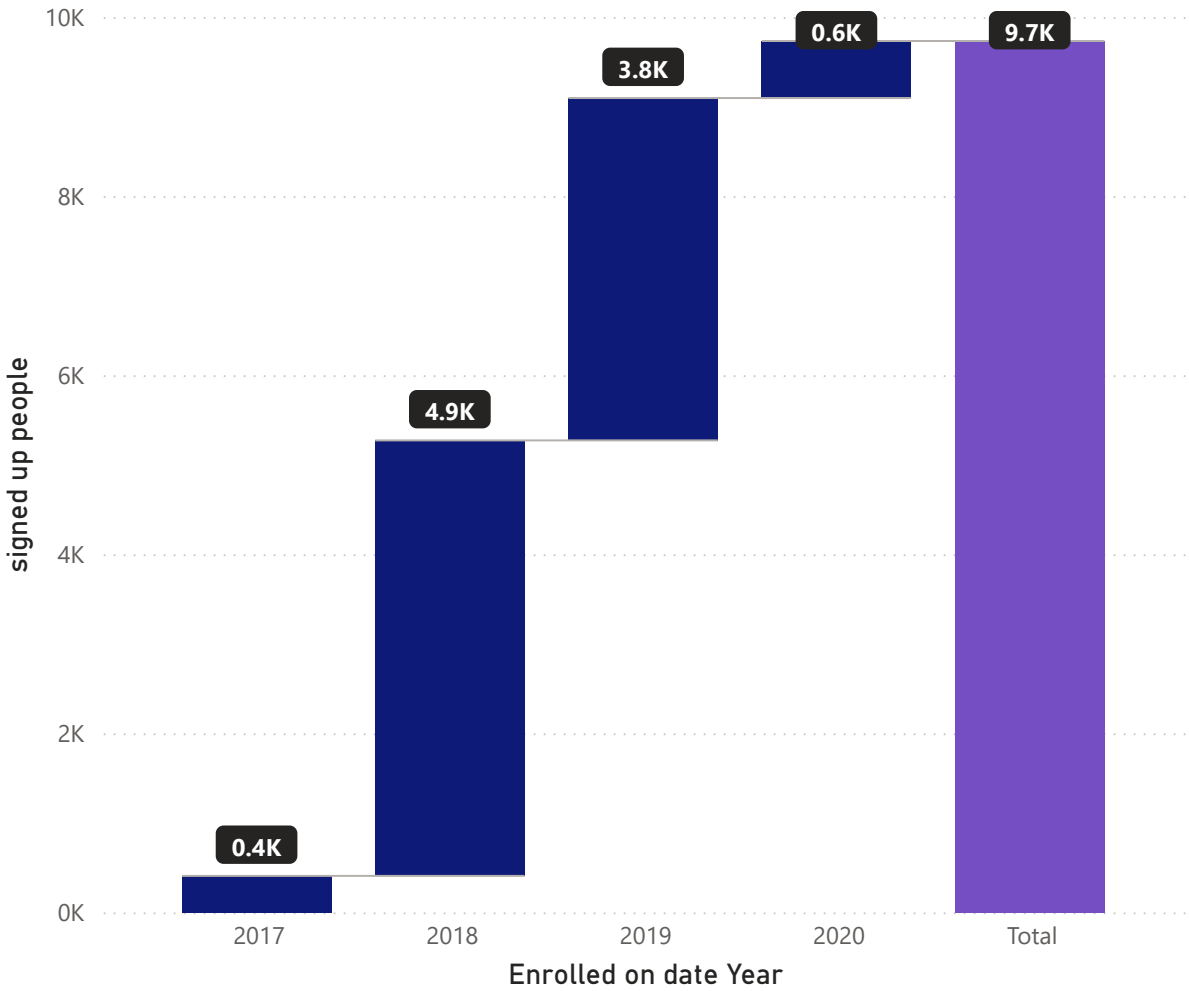


people signed up in top 5 City

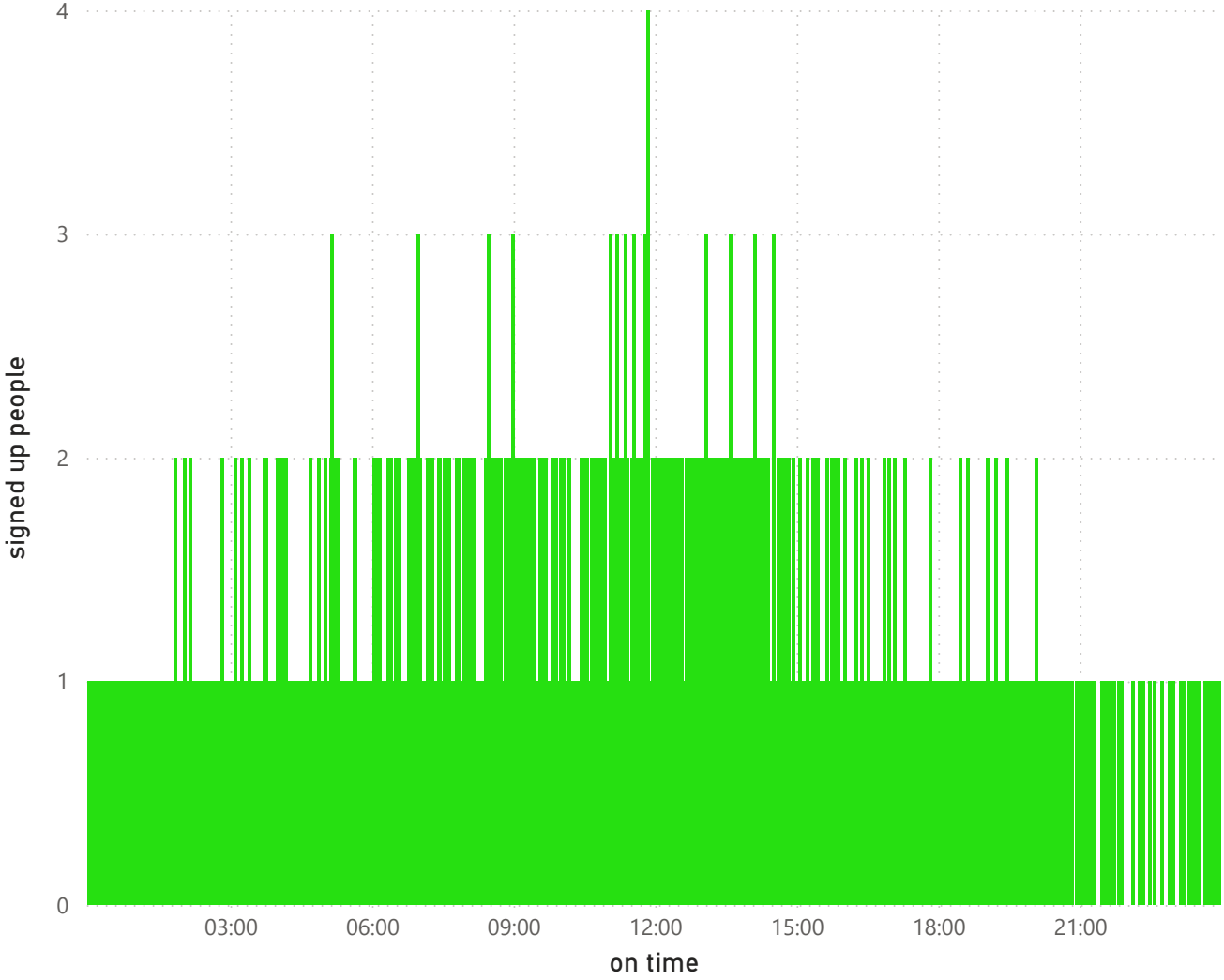


signed up people by Year

● Increase ● Decrease ● Total



signed up people by on time



9717

Active users

4245

users from Telangana

6809

Male users

2906

Female users

17

other users